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Electrical Merchandising

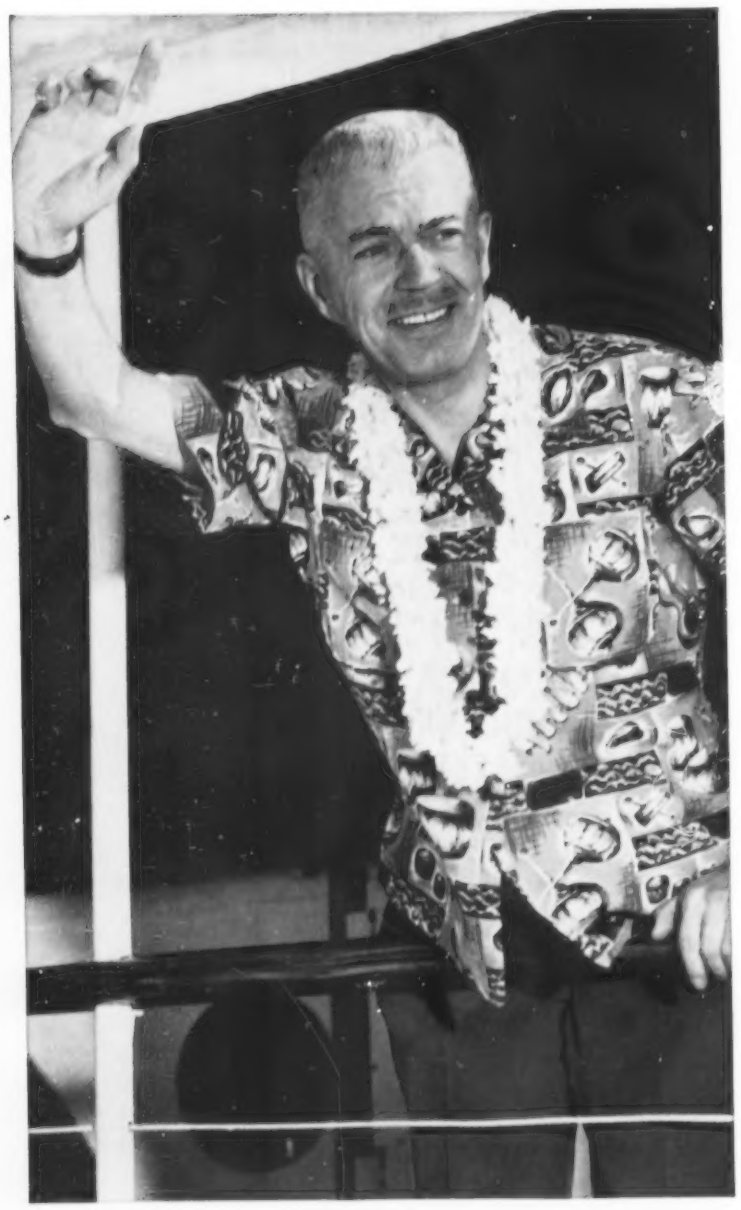
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ANNIVERSARY

GOLDEN ISSUE A review of the past half-century, an analysis of the present and a few predictions for the future of the major appliance, electric housewares and radio-TV industries.

"IN MY FIRST YEAR UNDER THE IRONRITE GOLDEN FRANCHISE, I EARNED MORE THAN 100% ON MY CAPITAL INVESTMENT" *



* *Actual statement from an Ironrite dealer.*

R. M. Gottlieb, *Vice President in Charge of Sales*
Ironrite Inc.
Mt. Clemens, Michigan

Please see that I receive a copy of your booklet called *The Golden Franchise*.



NAME _____

NUMBER AND STREET _____

CITY _____ ZONE _____ STATE _____

READ WHY THE GOLDEN FRANCHISE HAS BECOME ONE OF THE MOST SUCCESSFUL DEALERSHIP PLANS IN AMERICA

With the virtual disappearance of *specialty selling* after World War II, Ironrite—with a product which by its nature demands specialty selling—had to develop a new method of marketing. The plan needed to provide a big enough profit for the distributor, the dealer, and his salesmen, to permit the kind of demonstration selling job required.

The answer was a rental plan—*tested and proved before it was put into operation*. Under this plan, the prospect, for a small weekly payment, can use an Ironrite in her own home on her own laundry. The dealer can pay fine commissions, attract the best salespeople, and still keep an outstanding profit for himself.

Dealers found the plan so successful, it became known as The Golden Franchise. Here are some of its unequaled advantages:

1. You can earn more than 100% on your capital investment *every year*.
2. Every sale is at full retail price and profit.
3. Selective, individual, district-dealer franchising.
4. Complete line of ironers. An Ironrite model for every type of home.
5. No trade-ins.
6. Tremendous potential market.
7. Highest quality product.
8. Actually no competition. Ironrite is the *only* true ironing machine made. It is not a mangle.
9. High customer satisfaction. Many sales are the result of Ironrite owners talking about it to friends and neighbors.
10. No indiscriminate franchising. Only outstanding retailers, with a record of sound business practices, qualify for the Ironrite Rental Plan.

If *you* would like to put a good, protected profit back into your business, why not look into the amazing Ironrite Golden Franchise. Just mail us the coupon (left) and we will see that you get a booklet explaining the plan in detail. Do it today. It costs you nothing.

Ironrite

AUTOMATIC IRONER

IRONRITE INC., MT. CLEMENS

Electrical Merchandising

A McGRAW-HILL PUBLICATION

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WESTINGHOUSE SALES FORECAST:



REAL

This sunny forecast is based on the blazing sales records being set by these popular Westinghouse appliances—each the profit leader in its line! If you'd like to cash in on the cool cool profits they'll bring—ask your distributor to breeze over to your office right away!

Customer Steamer-uppers!



MODEL FK-126



MODEL UK-14

WESTINGHOUSE FROST-FREE REFRIGERATORS*

Never need defrosting in *refrigerator or freezer!* 50 Choose-N-Change color combinations! Meat Keeper keeps meat fresh up to 7 days! Dairy Pantry, Vegetable Humidrawers.

*Trade Mark: U.S. Patents Issued, Nos. 2,459,173 and 2,324,309

WESTINGHOUSE DEEP-DOOR FREEZERS

Deep-Door Storage! Quick-Freeze Shelves. Juice Can Dispenser! Big Reach-In Compartments and Roll-Out Basket! Polar Cold Design!

The thermometer may pop its top, but...these will be the

SIZZLERS!

Hot Profit Makers!



WESTINGHOUSE IMPERIAL 40
MODEL CK RANGE



WESTINGHOUSE ARISTOCRAT 30
MODEL SK RANGE

Both models have all these deluxe features:

- Plug-Out Surface Units
- Color Glance Controls—choice of 1001 heats
- Roast Indicator
- Miracle Sealed Oven
- Automatic Surface Unit
- Super Corox® Unit

Selling Like Hot Cakes!



WESTINGHOUSE L-100 and D-100 WASHER and DRYER—America's Favorite Laundry Twins!

Picture Window Styling! Weigh-to-Save Door! Soap 'N Water Saver! Revolving Agitator! Washes cleaner . . . rinses better! Cleans itself! Direct Air Flow system in dryer! Illuminated Laundroguides. Confection Colors.

Extra-profit Poppers! Take advantage of our Baker's Dozen Deal on these items!



WESTINGHOUSE DWDA-24 UNDERCOUNTER DISHWASHER

Automatic Temperature Monitor! Front-opening, top loading for unsurpassed capacity!

WESTINGHOUSE FOOD WASTE DISPOSERS

Super-size capacity! Uniform shredding! Extra quality!

FD-1 Deluxe with reversing switch



FD-2



YOU CAN BE **SURE**...IF IT'S

Westinghouse

Westinghouse Electric Corp. • Major Appliance Division • Mansfield, Ohio

IN THE BIG OIL AND GAS HEATER MARKET

TROPIC-AIRE® MEANS

BY LONERGAN



LOW RETAIL PRICES THAT BRING 'EM IN!

It's the hottest line of gas and oil heaters for 1957 because every model is priced for real profit-making promotion. Capacity for capacity, you can't be undersold. Big advertising allowances, October 1 dating.





FEATURES THAT CLOSE SALES FAST!

Automatic "Carpet-of-Warmth" blowers, automatic electric thermostat control, automatic 100% safety shut-off, and many fuel-saving and convenience features your customers are looking for.





AND A BIGGER PROFIT MARGIN FOR YOU!

Famous Lonergan quality means happier customers — fewer service calls. Tropic-Aire features sell more units, and higher net profit means more dollars in your pocket.





GET SET NOW
USE THIS COUPON

McGRAW-EDISON COMPANY
LONERGAN COOLERATOR DIV.
717 CLARK ST., ALBION, MICH.

Please send me complete dealer information on Tropic-Aire Home Heaters.

NAME _____

COMPANY _____

STREET _____

CITY _____

STATE _____

TROPIC-AIRE HOME HEATERS

BY THE MANUFACTURER OF FAMOUS **Coolerator**

ROOM AND CENTRAL AIR CONDITIONERS . . .

DEHUMIDIFIERS . . . WINDOW FANS

McGRAW EDISON

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR	
SALES, factory, appl.-radio-TV index (1947-'49 = 100)	172	171	194	**12.9%**	**DOWN**
DEBT consumers owe to appl.-radio-TV dlrs. ($millions)	354	357	349		**EVEN**
FAILURES of appl.-radio-TV dealers	47	47	22	**58.5%**	**MORE**
RETAIL SALES total ($billions)	16.3	16.3	15.4	**5.5%**	**UP**
DEPT. STORE sales index (1947-'49=100)	124	122	122	**2.3%**	**UP**
DISPOSABLE INCOME annual rate ($billions)	295.4	293.3	280.2	**5.4%**	**UP**
LIVING COST index (1947-'49 = 100)	119.3	118.9	114.9	**3.6%**	**UP**
SAVINGS of consumers, annual rate ($billions)	20.4	22.4	18.6	**9.7%**	**UP**
HOUSING starts (thousands)	102.0	92.0	113.7	**14.7%**	**DOWN**
AUTO output (thousands)	531.4	549.2	471.7	**4.0%**	**UP**
UNEMPLOYMENT (thousands)	2,715*	2,690*	—	—	

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau) *New Series — No Comparison Available

TRENDS

There may be some important changes in merchandising color television in the fall.

For one thing, it's a good bet that a more selective policy will be followed in picking dealers to sell color.

Second, there may be more firms pushing color. Up to now it's been basically a "one-man show." But RCA officials insist that they have real "evidence" that four or five other manufacturers will jump into color this fall. So far, nobody has been able to identify any of this group and RCA officials say they've agreed not to mention names. That makes it pretty difficult to verify but, as might be expected, there have been a number of companies quick to deny that they're going to push color this fall.

One reason RCA thinks it's going to get company in the color business was the presence of observers from two other firms during RCA's recently-conducted "saturation" marketing test in Milwaukee.

That test, incidentally, will undoubtedly have an important bearing on future merchandising of color. That's because the month-long effort did more than improve color sales in the Milwaukee area. It also provided RCA with some marketing data which will be put to use this fall across the country. Observers, having talked to both RCA executives and to dealers in the area, have concluded that a number of important lessons were learned during the test.

One is that the public is probably more interested in color than is the dealer. You can be sure that future marketing is going to lean heavily on training the dealer to overcome his fear and indifference to color.

A second lesson learned in Milwaukee (and not a particular new development, according to dealers in other sections of the country) is that price is not as bad a handicap as many people think. In Milwaukee, only 30 percent of sales (which rose to 106 sets a week during the test) were in the $495 price leader model. Seven out of ten were willing to pay extra for step-up sets.

(You should keep one thing in mind in evaluating the Milwaukee results, however. This community enjoys a better than average amount of color programming. That makes selling color considerably easier.)

There's a third lesson in the Milwaukee experience—and we've heard much the same from a couple of big dealers elsewhere in the country. It's simply this: it may be a mistake to enlist every retailer in the community in the color selling effort. The end result, say dealers, is development of price-cutting which drives the prevailing price of color down and lessens the attractiveness of the margin on a color set. Some RCA officials agree with this conclusion and it's a fair bet that fall marketing will be on a somewhat more selective basis.

There's only one thing which would prevent such a development—the dealer not selling color is likely to be selling against color. Milwaukee dealers who had been selling color for some time told ELECTRICAL MERCHANDISING that until this spring's all-out effort their biggest obstacle was the negative selling done by other retailers. The all-out promotion cured this but, as noted above, tended to depress profit margins when a large number of dealers got into the act.

(*Continued on page 6*)

Famed Flavo-matics spark sales!

matching coffee service in

lasting chrome



SEE WEST BEND AT THE SHOW
Booths
542-544-546

6 TO 8 CUP

2 TO 5 CUP

INDIVIDUAL FLAVO-MATICS

	2-5 cup	6-8 cup
gleaming chrome	$17.50*	$18.95*
copper color aluminum	$12.95*	$13.95*
polished aluminum	$11.50*	$12.95*

WEST BEND®

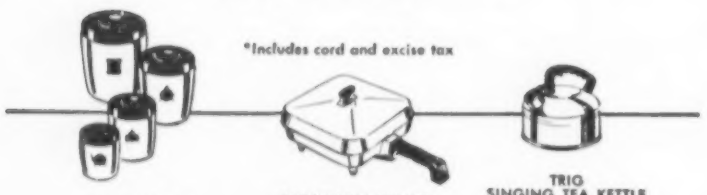
Flavo-matic®

FULLY AUTOMATIC COFFEE MAKERS

Unequalled *coffee flavor* brewed in coffee makers unmatched for *beauty!* West Bend's 6 to 8 and 2 to 5 cup gleaming chrome Flavo-matics keep their brilliant lustre and enhance the finest table service. All Flavo-matics have no-drip spouts. Correct timing and just-right temperature control assure gentle perking that makes delicious coffee automatically! The exclusive Flavo-matic method extracts only the true, delicate coffee flavor. The flavor is never sacrificed for speed . . . the coffee never burned or underperked. The two Flavo-matics are a complete automatic coffee making service for brewing 2 to 13 cups or more of delicious coffee . . . the right amount for most home occasions.

WEST BEND ALUMINUM CO.
DEPT. 187 WEST BEND, WISCONSIN

*Includes cord and excise tax



CANISTER SET — AUTOMATIC SKILLET — TRIO SINGING TEA KETTLE

FAMOUS WEST BEND GIFTS FOR THE HOME

TRENDS (continued)

Pilferage is still a big headache in merchandising transistor radios.

Nobody escapes the problem. Retailers are constantly aware of it and, as pointed out here last year (October 1956), manufacturers as well as retailers have headaches along these lines. That's still the case. Just last month someone walked out of RCA's New York distributor convention with a set which had been displayed only a few feet from an armed guard.

But the manufacturer's problem is bigger than losing an occasional set on occasions like this. They must design some method of allowing the dealer to display these tempting radios without risk of theft. At the Philco convention last month a display stand was offered for dealer use. It holds several sets and locks each firmly in place. Even this may not be foolproof, however. Another manufacturer tried something like this last year and found that in at least one instance a customer walked off with the rack and all the radios displayed on it.

You ought to know about "interurbia".

Chances are that you'll be hearing a lot about it in the months and years to come.

Chances are even good that right now you're doing business in "interurbia". If not, you may well be some day soon.

What is "interurbia"? Basically, it's a challenging new concept of the American market-place, put together by J. Walter Thompson in collaboration with Yale University and "Fortune".

Interurbia is the result of the linking up or "blending" together of adjacent metropolitan areas. There are 14 such areas now. To qualify as an interurbia, an area must contain two or more adjacent cities of 100,000 or more population or one city of 100,000 and three cities of 25,000. The interurbia area also includes neighboring counties with less than 25 percent farm population and more than 100 people per square mile.

A good example of one of today's interurban areas is the 600 mile-long strip which extends from Boston down through New York and Philadelphia to Baltimore and Washington. This has been created by several key markets within this area "spreading out" to come in contact with neighboring metropolitan areas.

Today, the 14 interurban areas include about half of the population and over half of retail sales. By 1970 the Thompson researchers think they will have spread to include 60 percent of population and 70 percent of retail sales.

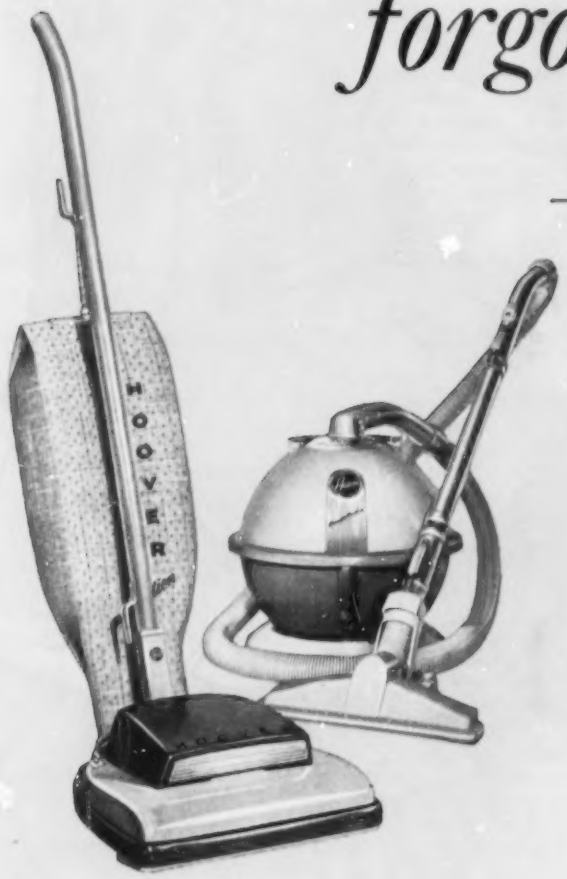
There are a number of implications in any such analysis of the of the market. The alignment of sales territories is one. The physical job of distribution is another. Still another is the possibility that as interurbia grows some firms may be satisfied to market only in the interurban areas on the assumption that it would be uneconomic for them to add personnel to cover the remaining market areas. Manufacturers already in the process of streamlining their distributive set-ups may well find that they have to provide a central warehouse within each interurbia. And there are important implications for advertising media if the concept of interurbia is accepted.

That's only a sampling of what might happen. Marketing men are intrigued by the entire concept. Just as a sample consider one of the paradoxes which might well come to pass. It's simply this: as nearby regional differences are ironed out (Boston and New York may become more homogenous in their interests), interregional differences may become more pronounced (the West Coast market may differ more and more from the Eastern). *End*

a timely thought for every retailer who is tempted to sell on the basis of price alone

"Quality will be remembered long after price is forgotten"

—H. G. Selfridge *one of the world's most successful retailers*



If one of our dealers asked us for the best selling advice we know, we'd bring out Mr. Selfridge's words without hesitation.

As far back as we can remember, the thinking at North Canton has put quality first. The kind of quality that makes a product look better, do its job better, give its owner more pride and more years of service.

Here's the important thing: not only do people buy this kind of quality with more confidence, but they're willing to pay more for it.

Maybe it's the more than 14,000,000 women who have bought Hoovers that convinced us. Maybe the fact that Hoover dealers are in the midst of the biggest year in their history.

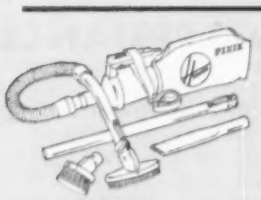
At any rate, that should be pretty good evidence for both you and us that *quality* is the most salable "item" in the appliance business.

HOOVER.

FINE APPLIANCES

. . . around the house, around the world

Happy 50th Birthday, *Electrical Merchandising!*
Keep up the good work!



Pixie



Steam-Dry Iron *with the first stainless steel soleplate*



Handmixer



Polisher



Coffeepot



Dustette

...are you using the right service parts?



if they're not Factory Specification Parts you are risking your service reputation

Here's why! Only Factory Specification Parts for RCA WHIRLPOOL appliances are made to exact original specifications . . . to fit right and work right with the first call. They cut costly service call-backs that create customer dissatisfaction. They help you keep service customers happy and satisfied . . . they insure you full service profits.

Protect yourself! Whenever the service job is on an RCA WHIRLPOOL, install only Factory Specification Parts. Inferior parts may seem the same — but they can't provide the same dependable, low cost service. Contact your RCA WHIRLPOOL distributor or A. P. J. A. jobber now. There is no substitute for quality . . . there is no substitute for a Factory Specification Part.

FSP*

Factory Specification Parts for

RCA Whirlpool APPLIANCES

meet the toughest specifications in the industry

*Tmk.

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

TRENDS

REGION BY REGION

. . . in the EAST



By John A. Richards

Mid-June heat snaps AC and fan sales slump . . . Most dealers shoot for first-half volume equal to last year's

STUNG by continued soft business, dealers all over the East felt betrayed by the weather. Nevertheless, they were still punching with vigor going into the second half of June. Objective: to wind up the first half of the year at least even with 1956. Many were optimistic enough to feel they could creep ahead a few percentage points, volume-wise. A minority were reporting nominal gains of five and 10 percent. But even the biggest metropolitan chains, however, were bracing for a first-half that might just not measure up to mid-year 1956 in profits.

Hope remained the dealer's partner going into mid-June. A few hot and humid days, with temperatures climbing into the 90's began prodding metropolitan air conditioner sales. Back-to-back hot nights, great sales boosters, set in and more seemed in the offing. Most dealers needed significant business spurts to make up lost sales ground. (Note: A 4-day heat wave brought the spurt.)

There was no question that early air conditioner and fan sales were disappointing. Retailers in Buffalo had varying comments on air conditioners, all of which indicated sales flurries were tied to mercury fluctuations. "Air conditioners have started to move and interest is building," said one dealer. "Improved weather has brought an increase in store traffic," chimed in another. "We are going after air conditioners and have had a little action but need more hot weather," summed up a third. All had experienced very spotty sales in May and early June.

Down in the Philadelphia area the picture was much the same. "Air conditioners are starting to pick up," reported one retailer there, "but are not moving as well as last year." A Washington dealer switched his emphasis to kitchens when AC business dropped dead.

In New York City and environs the air conditioner and fan picture appeared bleak but due to improve. Dealers there, from independents to major chains, reported this year's sales behind last year as much as 50 percent in most cases. Even the aggressive pre-season promoters were running off.

Mid-month ushered in a stifling weekend in New York, however, and at long last promised to snap AC and fan business out of the doldrums.

The inconsiderate weather failed to grind total sales to a standstill. Through late May and early June laundry equipment continued to pull strong. But there was evidence that seasonally good refrigerator business was lagging.

"Washers and dryers have been good here," said a Buffalo dealer, for example, "but ranges and refrigerators have been off from last year. Another Buffalo dealer reported "Washers and dryers are still the leaders but refrigeration is picking up a bit." In Philadelphia, meanwhile, washer sales were pegged as "steady" while refrigerator sales were "just average." And up in Boston a dealer was saying "Refrigerators are selling particularly bad, probably because we are not pushing them." His reason for not pushing them was he couldn't make any money on them. In metropolitan New York some independents still relied on laundry equipment for basic monthly volumes, and the large chains pointed out that their multiple outlets meant they were getting a good share of white goods business. "If you discount the air conditioner and fan business thus far," said one chain official, "we're about even with last year. Automatic washers continue to pace product sales, while replacement sales in refrigerators are slow for lack of heat."

There appeared exceptions to reports of "just normal business, about on a par with last year." This same Long Island dealer found "sales to the end of May ahead as much as 12 percent. And a Buffalo dealer, looking to good summer business said, "We're ahead about 13 percent for the year to date in dollar volume and mighty proud of this showing."

Leading distributors in metropolitan centers in the east pointed to continued good business. Down in Philadelphia one supplier found "Business generaliy ahead for the first five months, with the exception of fans and air conditioners, which have showed very spotty movement." And in New York two leading distributors have been reluctant to pinpoint their exact percentage gains over last year, but call their business "fantastic."

Dealers expecting TV to decline are delighted that portable TV sales have not skidded, with hi-fi also jacking up their summer sales. Several Buffalo dealers found portables showing continued strength, while a Philadelphia dealer, who found TV generally quiet, found "hi-fi a lifesaver. It's been moving right along at a merry pace." One dealer in Boston found "portables in big demand" while still another reported good radio sales as a result of window displays.

In downtown and suburban areas of New York City similar bright spots are evident in hi-fi. A chain reports a gain of five percent over last year in hi-fi sales. Another chain is even with last year in portable TV and hi fi. However, the executive of this latter firm laments the fact that "There's too little profit in color TV for so large an item to make many dealers want to push color." He, like other leading metropolitan merchandising figures, is troubled by the fact that color, when it gains additional momentum, will still not be long on profits.

This profit worry still plagues big and small dealers all over the east. Buffalo reports continued "shopping like mad, poor profit picture." In Boston one dealer said of competitors who are taking $5 and $10 gross dollars out of TV sets "They'll go broke, because you just can't do business that way and survive." In Washington, where the toll of casualties among discounters is mounting, distributor collections from dealers are running behind.

Prospects of a sharp stepup in air conditioner and fan sales continuing into July, however, seemed about to brighten the overall dealer picture—at least in a seasonal spurt.

. . . in the MID-WEST



By Tom F. Blackburn

Power mowers pushed by midwest rains . . . Learning to sell color in Milwaukee . . . AC and farm sales hurt by weather

HEAVY rains are giving the power mower business an upward swing, because these rains grow grass at unheralded speed.

It doesn't seem to matter whether you have a department store or a jewelry shop, if you are selling mowers you are doing a good business this year. Prices range from $49.95 to $99.95 in the department stores, and $69.95 seems to be the price at which most of them move.

Despite Nature's promotion of the business, there seems to be more price cutting this year than usual. The Boston Store in Milwaukee ran a color page ad offering cuts of $20 to $50, and at prices of $99.99, $69.99, $84.99. Sears, Roebuck came out with an out-of-season sale with big space, and this appears to mark a situation all over the Midwest. (*Continued on page* 11)



Here is a General Electric retailer.
He's been at his job since 1927.
He—and a lot of other appliance retailers—have lately been wondering:

are the days of the independent appliance retailer numbered?

This is Ray D. Marsh of Emporia, Kansas. He's been a General Electric retailer since 1927 when he handled the old Monitor-Top Refrigerator—the first major appliance General Electric ever made.

Now, today, there is talk in the trade of manufacturers taking over the retailing job—supposedly to reduce high distribution costs.

We're disturbed a lot by this talk. For Ray Marsh and for every other General Electric retailer we'd like to put in print the way we feel about it.

First of all, our retailers should not have any fears about the Appliance and Television Receiver Division of General Electric intending to enter the retail business.

These retailers are essential in our distribution system. They have played an increasingly important role in bringing General Electric to the position of leadership it holds today. They are playing it now—and far better than we could ourselves.

For they are *professionals* at retailing.

Are the days of the independent appliance retailer numbered? We sincerely believe that the days of the independent retailer stretch out as far as any man can see—and farther.

Our dealers have found their independence pretty much to their liking over the years, and what is good for General Electric retailers is certainly good for General Electric.

General Electric Company, Appliance and Television Receiver Division, Louisville 1, Ky.

Progress Is Our Most Important Product

GENERAL ELECTRIC

TRENDS REGION BY REGION

The amount of horsepower they are putting in mowers seems to be running up, with a 22-inch mower operated by a 2¼ hp. engine, and a $69.95 model carrying 2 hp. People are now mowing their lawns with up to 3 horsepower, which is a far cry from what they used a few years ago.

It is going to be said of the Milwaukee color month that this town has really been discovering how to sell television. It is contrasted with the wild push that took place the year before in Chicago and accomplished little.

For example, the Taylor Electric Co., RCA distributor for Milwaukee, paid dealer salesmen for each home demonstration they arranged during the carnival of color. O. C. Williams, Jr., sales manager of Taylor, declared that the home demonstration was the real way to sell color television. Retail salesmen about town also were eligible for prizes for doing the best job.

It was stated that six out of ten home demonstrations resulted in the sale of a color television set, with of course, the idea being used on choice prospects. Sales ran up to 100 color television sets a week during the promotion.

One dealer said that 70 percent of the sales were in the higher priced models rather than in the price leader $495 set.

RCA, which has 67 dealers in Milwaukee, declared that 57 out of 67 participated in the color campaign. Curt Williams, sales manager for Taylor Electric, said that promoting color did not hurt RCA black and white set sales.

The rainy cool weather which has boomed the power mower business has had a slowing down effect on room coolers throughout the country. One of the effects of sell-offs of previous year's models, has been the setting of a mental price of around $180 or $190 for a ¾ hp. room. This was demonstrated recently in the coast-to-coast television show, "The Price is Right," in which typical shoppers make bids on merchandise. Sure enough, they came up with the $180 price for a brand new room cooler, which shows which way the public is thinking.

One distributor said that the small dealer is in the lap of the gods of weather, and that is about it. Inventory apparently is in the hands of the distributor at the present moment, with the exception of a few large dealers who have the facilities to do a good job of installation.

There is no doubt that the thinner models, which avoid overhang inside or outside are 1957 talking points, but it is also true that most shoppers have their own ideas on price. The 7½ amp. model is popular, but there is also great interest in 1½ to 2 hp. jobs which an increasing number of customers are going to buy for sure-fire satisfaction this year.

It looks as if ½ and ¼ hp. models are out of the picture, and sales begin at about ¾ hp.

The 20-inch reversible portable window fan seems to be growing in popularity, and the trend is away from small oscillating fans.

By and large, the fan market, like the room cooler market, has been set back by the cool weather throughout the Middle West. Most buyers feel with the coming of hot weather, fan sales will pick up.

Latest figures published by Kansas City Gas & Electric Co. on dealers' sales show that central air conditioning is up 184.5 percent for 1957 over 1956. Consider also that unit room coolers are down 30.3 percent, and the evaporative coolers down 15.3 percent. Kansas is dry and hot, and that gives you a sample of which way things are wagging.

This report also shows that the good old staple standby items are apparently close to saturation. Standard electric ranges are down 1.6 percent and built-ins, 17.3 percent, a fall-off for all electric ranges of 3.2 percent. Refrigerators are up in 1957 over 1956 only .5 percent and automatic washers are down 4.9, and conventional washers are down 13.9. Electric water heaters are up 23.4 percent, and water pumps are down 27.3 percent for 1957 compared to 1956. Total business for the year, up to April for 1957 compared to 1956, is a decline of 3.4 percent.

Ironers are ahead 74.1 percent, and dishwashers have nudged ahead for a 21.7 percent gain. The area served is close to Wichita, Kans. and the southern part of the state.

The picture is slightly different in the Kansas Power & Light Co. Topeka, area where ranges for 1957 up to April, were 3 percent below the previous year, dryers 4 percent, freezers 18 percent down, television 11 percent down, while water heaters were up 55 percent, refrigerators 21 percent, washers up 6 percent, and room conditioners were 51 percent ahead.

. . . in the SOUTH WEST

By Fred A. Greene



Weather plays havoc with sales . . . Damage toll high in Texas and Oklahoma . . . Air conditioner sales lagging

APPLIANCE dealers in Texas and Oklahoma these days are bemoaning the fact that they forgot to add rowboats to their displays. If they had, business probably would have been phenomenal. Since they didn't, the past month's sales record is pretty generally a sorry one.

A dealer in Decatur, Texas remarks: "If it continues to rain, we might as well quit."

An Oklahoma City distributor says: "General business conditions are not promising. We went from 7 years of drought into the wettest 45-day period in history. Water damage to the state likely will exceed $100 million. This can't help but deter an already soft market . . . we've had only 5 clear days in May."

Up in the Texas Panhandle, a dealer adds: "Three months ago I said we could deposit a 3-inch rain in the bank. Well, the bank is full now, in fact running over. We now need a dry spell. All of which means you can never satisfy an appliance dealer."

While the weather has dealt a damaging blow to the Southwest—103 of Texas' 254 counties have suffered flood losses—several sections have nevertheless benefitted considerably with at least adequate moisture. Several other areas admittedly received too much rain, but not enough to be crippling.

An Amarillo dealer thinks the business outlook is very good. Summer sales, he adds, should be 10-15 percent above average with the fall as much as 25 percent better.

Very good business is also predicted by a Lubbock distributor. In south Texas, the overall picture looks good to a dealer in Corpus Christi, while another retailer in Beaumont says business is on the upturn—after a slow start.

With business generally good in some areas, bad in others, there is one point most appliance people agree on: air conditioner sales are off to a lousy start. Exceptionally cool weather aided no little by heavy rains, howling winds and tornadoes have cut down early season sales. Profits, too, are depressed for the moment. Though $40 per unit is pretty much what dealers want and in many cases are getting, it's not universal. In Dallas, the profit picture has already dipped to the $30 level and in Oklahoma it's fast getting that way. In a small north Texas city, 5 percent is one dealer's profit.

Arkansas movement of appliances on the whole is good with dryers, freezers, ranges and air conditioners improved in unit sales over a year ago. Refrigerators have sagged badly as have TV sales. Washers are slightly behind 1956 movement. But, in spite of reasonably good sales, a Little Rock distributor thinks margins are too small on all items. He reports average air conditioner profits run about 14 percent.

New Mexico weather, too, has been unseasonable and sales are down slightly. According to an Albuquerque dealer, the month of May was the first unpredictable month in his 18 years in the appliance business. In the first 20 days of May, he did $9,700, but the last third of the month saw him register only $1,500.

White goods movement ranged from fair to slow in nearly all dealer and distributor reports. Laundry equipment maintains a slender lead in sales, but refrigerators have picked up for a few dealers. Electric ranges improved slightly. Because of the continuing cool weather, freezers have not yet started to surge.

TV sales for the most part are slow. Where sales are being made, the cash registers are not ringing up big figures. Low end table models and portables are customer preferences. As one Dallas distributor says: "May TV sales are even with 1956 in units, but way behind in dollars due to portables at low dollar value."

However, in Oklahoma, a wholesaler says his TV volume is actually maintaining its last 6 months performance and he's pleased that while portables top the list, units are moving in the $140-$170 range.

Although dealers today are not finding too much to smile about—though the sun has shown for a few days during the second week of June—it will be a fine summer if the weather does warm up to normal. Plenty of rain has fallen and while damage is high, once the water soaks through and farmers can get out to plant, chances are there'll be much rejoicing. Of course, in isolated areas the damage is done already. But you can also look at it this way: The drought did plenty of damage too. Now, at least, water is in the ground and another drought won't be quite as severe—not unless it turns into another 7-year thing.

(*Continued on page* 12)

TRENDS REGION BY REGION

. . . in the SOUTH

AC sales forge ahead as total outlook improves . . . Home construction lag hurts sales

SALES in metropolitan centers in the inland sections of the southeast have continued to show the increase manifested in May. But a slump continues in parts of the coastal area—with Florida the exception as usual.

A three-day sales promotion by a Charlotte, N. C. distributor resulted in the best three days in the company's history. Generally, it was a radio-TV open house. But sales in all lines were up.

The firm's manager estimates that some 700 pieces were moved, of which a half were white goods. Refrigerators and freezers picked up considerably with "the laundry business perking up sharply."

While air conditioning sales were only up slightly in the Charlotte area, sales in this line were going full speed in Birmingham and other sections of Alabama. One distributor said, "we are well ahead of last year all across the board."

He pointed out that air conditioning merchandising had started early in March. "We started moving them into the field where they would be needed, and now air conditioning sales are considerably ahead of last year." This distributor added, "if this sun keeps shining the way it is now, we won't have any trouble. I just wish we could get it to stay this hot at night."

Automatic washers were moving "almost on the button" in comparison with last year's sales in the Alabama market. And feeling in that market is that sales which were bad in April will continue now on up.

The sales news in northeastern Florida is also air conditioning. One large suburban dealer in Jacksonville termed air conditioning "the biggest, fastest item."

This particular dealer's lush residential market has changed somewhat by the opening of a new dealership in the area's newest shopping center about a mile and a half away. The section is still building up so rapidly, however, that it's felt there will be plenty of business for everyone.

A Florida distributor says the north Florida market "looks better now than it did earlier this year." This distributor is optimistic as his company prepares to show its 1958 TV line at a series of meetings with dealers and department heads in five Florida cities.

Many southeastern appliance men attribute their woes earlier this year to the decline in home construction in the area. This was particularly true in the Atlanta market, where construction of large suburban developments has been curtailed. However, Atlanta's population increase during the past 12 months has been rapid enough to start construction rumblings again. This is felt to have contributed to the 23 percent increase in sales in April over those of the previous month. Sales in Atlanta prior to April had been down sharply.

But in coastal Georgia the slowdown in construction is still a matter of concern for appliance men. Two Savannah dealers have cut their work forces. A shopping-center dealer says, "things are rough. Everything except TV is moving slowly. Things are a little better as the year moves on. But we don't see any hope for great improvement."

Another Savannah dealer was more optimistic. "Business has been fairly good," he said, "but certainly nothing like it was last year." He did note a sizeable increase beginning in March of the sale of freezers. "They'll be even better as the fresh vegetables keep coming in," he added.

Coastal South Carolina sales were still down somewhat, too. The appliance head of one of Charleston's leading department stores reported that appliance sales were still down for the year while sales in other departments of his store were up. Volume-wise he said the drop in refrigerator sales was hurting the most.

A large dealer in the city known for special promotions and door-to-door selling reported that TV sales were down and refrigeration was about the same this year as last, but that generally his sales were up a percentage point or two.

The federal reserve's figures for April showed sizeable increases in appliance sales over March —in Georgia, up 10 percent; in Alabama, up 11 percent; and in Tennessee, up 30 percent.

. . . in the GREAT LAKES

Dealers note sales pick-up in May and early June . . . air conditioners wait for weather . . . portable TV and transistor sets show gains

MOST appliance dealers and distributors in the Great Lakes region posted a slight increase in sales for the month of May and the first week of June and are predicting the gains will continue through the coming months.

While many dealers in sections of the area are still crying the blues over their "lousy" April sales, Pittsburgh dealers say their April business was fairly good in comparison to the national picture. They report an increase of ten percent in both automatic washer and refrigerator sales and a slight slump of two percent in black and white TV and dryers. Although dryer sales have dropped a small percentage, Pittsburgh retailers boast they have a better market for this item than any other section in the country. They claim their city was the first to encourage manufacturers on the idea of promoting this item.

As one Pittsburgh dealer puts it: "Things are good and are getting better, my total sales are running 15 percent ahead of last year's."

The West Penn Power Company, which services eighteen counties throughout western and northern Pennsylvania, reports appliance sales in those areas have met high dealer and distributor expectations with the exception of three fairly large communities where sales have been on the decline for the past two years. The reason for this decrease in sales is that employment has slacked off since the depletion of captive mines owned by steel companies which have now moved operations to southwest Pennsylvania and West Virginia.

Direct mail seems to have answered many dealers' problems. Owners of a Bridgeville, Pa., appliance store, who use direct mail regularly in their overall selling program, say you can't beat direct mail for moving merchandise. They said as a result of direct mail on electric ranges last spring, they did one-third of the year's total business on ranges during March and April. Likewise, 50 percent of their annual automatic washer business was done during a two-month period when direct mail was used. Last September they sent out 3,000 pieces of direct mail on electric clothes dryers and claim that about 75 percent of their total sales were made from then until the end of the year. "Since I've turned to direct mail for my advertising, my sales have been improving each month," says a Cleveland dealer. A promotion deal in which 10,000 pieces of direct mail was sent out to potential customers in the city and surrounding communities, netted a Cleveland appliance and furniture dealer $10,000 in total sales for three days. This retailer offered a portable TV set for a dollar with the purchase of any bedroom set or living room group in his store.

Weather and air conditioner sales are the main topics of conversation among dealers these days. Dealers in the Great Lakes area are still waiting for that hot summer weather to arrive so they can set up their air conditioner activity and get their share of what the manufacturer calls a "fast growing business." Dehumidifiers may be up 300 percent over last year in the Cleveland area, but dealers in this city can't seem to get air conditioners off the ground floor. One Cleveland dealer reported that last year at this time he sold 65 units and so far this year he's sold only three. Another said, "It's silly to advertise them in this weather. The customer won't buy an air conditioner until the third night of hot weather when he finds he can't sleep." A Cincinnati dealer said: "We lost a lot of money last year when we started our promotional work on air conditioning units in the middle of January. We guessed wrong last year and we don't intend to be wrong again this year, so we'll sit and wait for hot weather." In Dayton, air conditioners are selling at dealer cost. A Dayton dealer says that manufacturers are selling them air conditioning units at a set price, and after July 1, the manufacturer will buy back from the dealer, half of the unsold stock at the price at which it was purchased. An optimistic Detroit dealer stocked 800 units this year and up to date has only sold 40.

Refrigerators are beginning to move faster than anticipated. In Detroit, where sales have been sluggish and still are, a dealer reports that he's sold more refrigerators this year than he did last year at the same time. This dealer attributes his good fortune to General Electric and Frigidaire for changing their style of refrigerators to the "new look". He feels the customer prefers the "new look" to the old style of a year ago. Refrigerator sales in the Cleveland area have dropped 18% for the first quarter of this year as compared to the same time last year. One Cleveland dealer says the only refrigerators he is now moving are replacements. "I have moved more refrigerators within the past three weeks than I did in the whole previous part of the year put together," was the remark of a Dayton dealer. He also

(Continued on page 16)

LET'S BE BLUNT

ABOUT WASHER-DRYER COMBINATIONS!

Don't close your mind. Open your eyes to the really big Fall sales forecast for Washer-Dryers. Compare all 6 Combinations—*then* make your choice! For your share of sales... *the answer is EASY!*



THE ANSWER IS EASY... IN

SIZE

Easy's exclusive 27 inch width is 9-inches smaller than the largest—4-inches narrower than the closest competitor! Easy fits in lots *more* customer's kitchens, bathrooms, looks built-in. A real sales-building feature.



THE ANSWER IS EASY... IN

CAPACITY

Only Easy offers customers a full 10-lb. load capacity in a space-saving 27-inch cabinet! The only competitor with equal capacity has to use a 33-inch wide cabinet. This *load* versus *size* story is a dramatic selling exclusive!

THE ANSWER IS EASY... IN

ACTION

Only Easy offers customers a vibration-free unit that needs no shock absorbers, snubbers, or added weight to swell-up the cabinet size. Easy's exclusive *Accelex Action* is the answer! Gives clothes a new kind of protection.



* By a leading independent consumer testing laboratory

THE ANSWER IS EASY... IN

PRICE

Easy's "Inventive Engineering" solves high-cost bulk and weight problems, gives you a deluxe unit at the industry's most competitive price. Yet no corners are cut. In a smaller sized unit, Easy provides *more* features.

COMPARE ALL 6 COMBINATION WASHER-DRYERS NOW!

For your full share of the big Fall sales forecast...

the only answer is **EASY**

EASY LAUNDRY APPLIANCES DIVISION • The Murray Corporation of America • Palmolive Building • Chicago, Illinois

General Electric Appliance Progress as

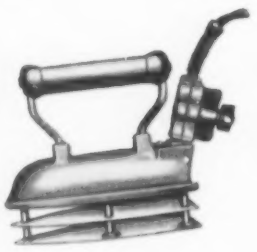
A few of the milestones in General Electric's 78 years of progress in electric housewares and radios as announced in the pages of Electrical Merchandising . . .

Advertised in *Electrical Merchandising* —50 years ago:

General Electric Company

200,000
GE flatirons in service are making light loads heavier and lessening the ironing day burdens

The simple construction, efficient design and unique shape of these irons makes introduction easy.



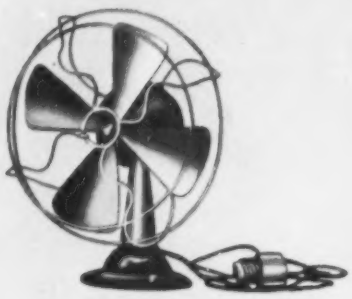
Their durability and reliable operation maintains its popularity and extends their use.

1649

New York Office
44 Broad St.

Principal Office:
Schenectady, N. Y.

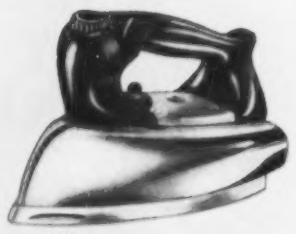
Sales Offices in all large cities



FAN—1907



VACUUM CLEANER—1919



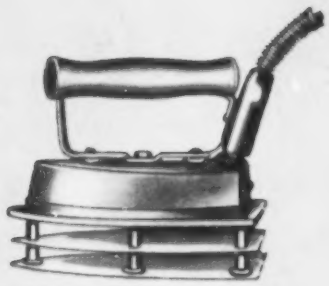
STEAM IRON—1947

All appliances shown above were pioneered by General Electric and its predecessor and affiliated companies.

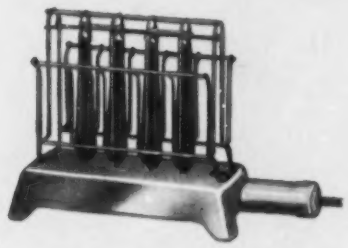
This General Electric advertisement—designed to build electrical loads—appeared in one of the earliest issues of "Selling Electricity" (*Electrical Merchandising*).

When the first issue of "Selling Electricity" appeared in January, 1907, the General Electric Company was already 28 years old.

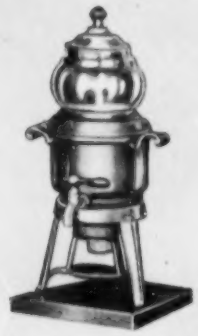
advertised in Electrical Merchandising



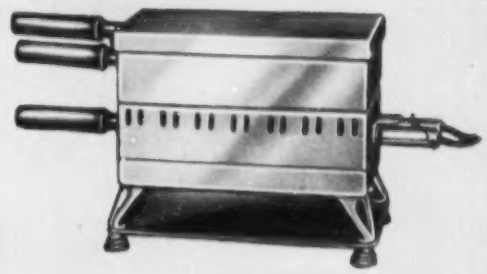
IRON—1908



TOASTER—1909



PERCOLATOR—1911



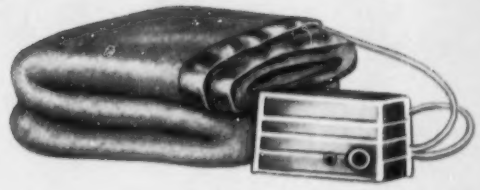
GRILL—1912



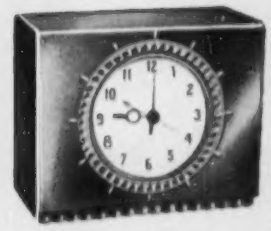
CLOCK—1926



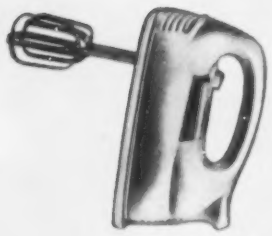
RADIO—1931



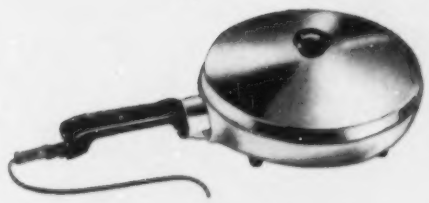
BLANKET—1938



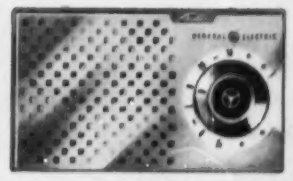
CLOCK WITH TIMER—1946



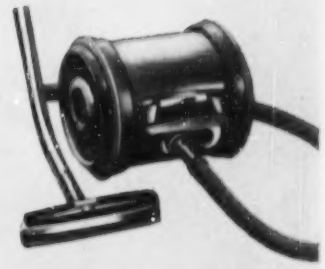
HAND MIXER—1952



SKILLET—1955



TRANSISTOR RADIO—1955



"ROLL-EASY" CLEANER—1955



THANK YOU, ELECTRICAL MERCHANDISING!

As one of *Electrical Merchandising's* earliest advertisers, General Electric has long recognized its importance as a news source for appliance retailers.

In fact, General Electric's advertisements in *Electrical Merchandising* showing dozens of new products and innovations, constitute a capsule history of General Electric progress in the field of electric housewares and appliances—and of the industry itself!

May we of the Housewares and Radio Receiver Division express our gratitude for the editorial support you have given to the activities of General Electric and other appliance manufacturers—and our heartiest wishes for your continued success.

WILLARD H. SAHLOFF
Vice President, General Electric Company

Progress Is Our Most Important Product

GENERAL ELECTRIC

said the consumer prefers the deluxe model and one that requires no defrosting. Regional dealers note that the two-temp refrigerator is not selling because of the high price now being asked for this appliance. They all agree that price must first come down on this appliance before it can stimulate customer interest.

Freezer sales are showing a steady gain throughout the Great Lakes area, especially with rural dealers. They say their biggest share of freezer business is accounted for in the spring and summer months. Cincinnati dealers, distributors and the Cincinnati Gas and Electric Company recently completed a successful promotion on freezers which was viewed by approximately 3600 persons. The theme of this freezer campaign was in keeping with the fishing season: "Freeze What You Catch".

The Cincinnati Gas and Electric Company reported that range sales in that area show an increase of 50.7 for the first quarter of 1957 as compared to the first quarter of 1956. Range sales in other sections of the Great Lakes area show very little gains. A Cleveland dealer said his gas ranges are moving fairly well, but his electric ranges are a little slow.

Officials at the Cleveland Illuminating Company report that there has been a sharp decline in the sale of all white goods in the Cleveland area for the first quarter of 1957. They believe the main factor for this decline is that 75% of all white goods sold in this area were going into low priced homes that were being built. Sales started to drop when building of these low priced homes tapered off in the last quarter of 1956.

. . . in the FAR WEST

By Howard J. Emerson



Utility-dealer cycle complete . . . Dealers in stiff profit battle . . . Coast retailer fares better than NARDA's average

THE trend toward electrical living, which has reached its highest state of world development in the Far West, was indicated here as far back as 1907. Then, however, most of the emphasis was on the development of electric generating capacity. A McGraw-Hill publication in San Francisco in 1907 raved about the fabulous 40,000 horse-power hydro-electric plant being developed by the Los Angeles Edison Electric Co., and the 36,000 h.p. hydro-electric plant on the Stanislaus River for San Francisco–giants then–forerunners of today's average 500,000 h.p. steam plants and one million h.p. hydro-electric plants in the Far West.

Fifty years ago, consumer appliances were of little importance to anyone in the industry here, including the utilities. Most advertised at that time were electric fans and electric lighting fixtures, plus a few combination ceiling fans and chandeliers. The utilities in some cases were peddling "flat irons" from door-to-door, offering free trial to every skeptical housewife (they weren't "homemakers" then).

But the trend was toward electric living and its effect on the Far West economy. An editor in 1907 here credited electric power as one of the major factors in raising the average annual factory wage in the Far West to $1,000–up from $530 in 1880. That editor was ecstatic over his views of a display of 1907 electrical appliances–"this year the display is much larger and more elaborate–electric percolators, chafing dishes, flat irons, and cereal cookers have assumed the dignity of standard products, and there is a fast growing demand for ovens, broilers, frying pans, corn-poppers and electric heaters–."

The trend then as today was toward adequate wiring as an essential for a Far Western home. Twenty-five years later, and 25 years ago, the generating utility began promoting and selling the appliances which would utilize their generating capacity. In May 1932 the electric industry in the Far West announced that utilities in California alone would spend $500,000 for newspaper space alone plus radio, direct mail and outdoor displays to promote the electric appliances which they were now in the midst of selling. In the northwest the utilities that year allocated $280,000 for newspaper space alone and for the same purpose of promoting sales from the displays which they had on their floors. Pacific Gas & Electric Co., however, stated in an advertisement headlined, "We've opened the appliance market–now sell it" that PG&E sells only a few appliances. The San Diego Consolidated Gas and Electric Co. said in 1932 that "our part in the show includes the spending of 50 cents for everyone of our domestic customers–in advertising and promotional work. We want the support of every retailer, jobber and manufacturer selling the San Diego territory."

The trend that started with far west utilities concentrating on building generating equipment, then seeking electric load through direct sales of appliances, then to a combination of selling and cooperating with independent appliance dealers, and eventually culminated in most cases with the utilities going completely out of the appliance selling activity during World War II.

What is the trend now–with some people in both the utilities and retailing end of the industry contending that the retailer is no longer a stable and dependent outlet for appliances? Will the utilities go back in? An interview by ELECTRICAL MERCHANDISING with the presidents or top executives of eight major generating utilities in the Far West and Hawaii during the PCEA convention in San Francisco brought out these facts:

The trend in the area of the Southern California Edison Co. is toward increasing cooperation with dealers in the promotion of sales of electric appliances, radio and television, according to Harold Quinton, president of that utility. He told ELECTRICAL MERCHANDISING that the utility intends to increase its "electric living centers" which are scattered through the utility's territory as a basis of operation for its promotion activities. Albert Cage, president of California Electric Power Co., stated that although his company does merchandise some of the major appliances in the remote areas covered by this utility, it continues to offer a very extensive program of cooperation with dealers to build their sales. In Hawaii, where the utility just disposed of its appliance distributing company, an increase in appliance sales by dealers immediately resulted, according to Ralph B. Johnson, executive vice president, Hawaiian Electric Co., Honolulu. In Northern California, Pacific Gas & Electric Co., with one of the largest budgets in the country for promotion of appliance-TV sales through dealers will continue to build load through this method, according to Norman Sutherland, PG&E president. In the Southern Nevada area served by the Southern Nevada Power Co., the utility very likely will get into direct promotion and possibly sales of heat pump equipment in order to "get this new load building item rolling," said Reid Gardner, president of that utility, "but will not sell other appliances." Walter T. Lucking, president of Arizona Public Service Co., told ELECTRICAL MERCHANDISING that this utility continues a "watch and wait" program in which it continues to put its entire promotional efforts behind the leader organizations while it watches individual areas in order to see if it should be necessary for the utility to go into merchandising to build load in those specific areas.

And in San Diego, where the utility has been out of merchandising for sixteen years, there still seems to be no indication that the San Diego Gas & Electric Co. intends to return in any manner or form. President Emery Sherwin said that his utility was quite pleased and satisfied with the manner in which the subsidized Bureau of Home Appliances keeps dealers "on its toes".

May Perk-Up. In May, appliance-TV business here showed improvement for those dealers who weathered the first quarter storm. Sales have increased, turn-over of capital is faster because of lower inventories, costs have been pushed down by many dealers who were forced to trim dead wood from their staffs during the winter, and general availability of free flooring is adding a percent here and a percent there. The slide isn't over, but it seems to be slowing.

Announcement of NARDA's CODB figures a few days before this was written has caused much comment here. From phone and personal contact with dealers and distributors, the following seems to be the feeling: in 1956, the dealers in the Far West averaged better than NARDA's 1.8% operating profit, and less than the national 28% showed a loss. However, the same source believed that the Far West dealers have had it worse in 1957 than dealers elsewhere. There are many indications since February 1st–one of the most evident is the prevalence of "selling out of trust". Lending agencies are hard put to keep up with dealers on this–while they're checking one, another is doing it. One San Francisco dealer got away with it for a while–he nailed crates to his warehouse floor so they would feel full when "pushed" by the checker.

On failures, though, some parts of the Far West are in better shape than the rest of the country. But, leave it to the Westerners to do things in a big way, even failing. In April, business failures in the San Francisco metropolitan area were up 9% over April 1956, compared to a 19% increase for the United States as a whole–but, while liabilities of failing concerns nationwide were 36% ahead of 1956, in San Francisco the liabilities of the failing concerns were up 186%!

(Continued on page 29)


Admiral
Slimline TV
New "Thin as a Dime" Styling

New "Thin as a Dime" Styling

opens the way to exciting

New room planning Ideas





Homemakers will hail Admiral's new "Thin as a Dime" look as the year's most exciting style advance. And no wonder! Admiral has banished the bulky, boxy, TV cabinet shapes of yesterday—even eliminated the bulging bell on the back which caused sets to jut out into a room. In their place, Admiral craftsmen have fashioned show pieces of simple elegance—attractive new TV cabinets that are just over 16″ deep, scaled just like other fine furniture. Slim, trim, compact and space saving, these handsome new cabinets with their tasteful appointments, can be mixed, matched or blended with other fine pieces in any size room, in every type of decor.



Slimmer, more compact Cabinets...with New 110° Picture Tube

An amazing electronic development, new 110 degree picture tube, makes possible Admiral's smart new slimline styling by reducing cabinet depths from 20 to 25 inches to just over 16 inches. Secret is a shortened, more efficient electron gun that doesn't bulge out the back, take up precious space inside the cabinet. Climax of years of research, this new aluminized tube sets a brand new high standard for picture clarity, sharpness and depth even in daylight. No ion trap to require adjustment or servicing.

golden picture frame

Dramatic new design of Admiral's famous Golden Picture Frame gives new, thrilling shadow box effect that puts every program "on stage" with exciting depth and realism. Combined with new 110° picture tube, it makes television viewing a whole new experience! More costly all-metal frame with integrated controls, adds to luxurious appointments of new smart Admiral slimline styling.





NEW ALL-CONTROL TOP FRONT TUNING!

New Admiral design not only gives you stand-up, *up top* tuning but places *every* tuning control at your fingertips—*up front!* Eliminates hidden panels, hard-to-get-at knobs at the back or sides. Lighted channel window for extra convenience. Gives quick, easy tuning in darkened rooms.



NEW "TALKING PICTURE" EFFECT

Now for the first time, sound is beamed *out front* in a table model TV set . . . with no increase in cabinet size. New Admiral design places speakers so high fidelity sound surrounds the picture, flows naturally out front—just like a talking picture. No disconnected or muffled sound—sound and picture are together.



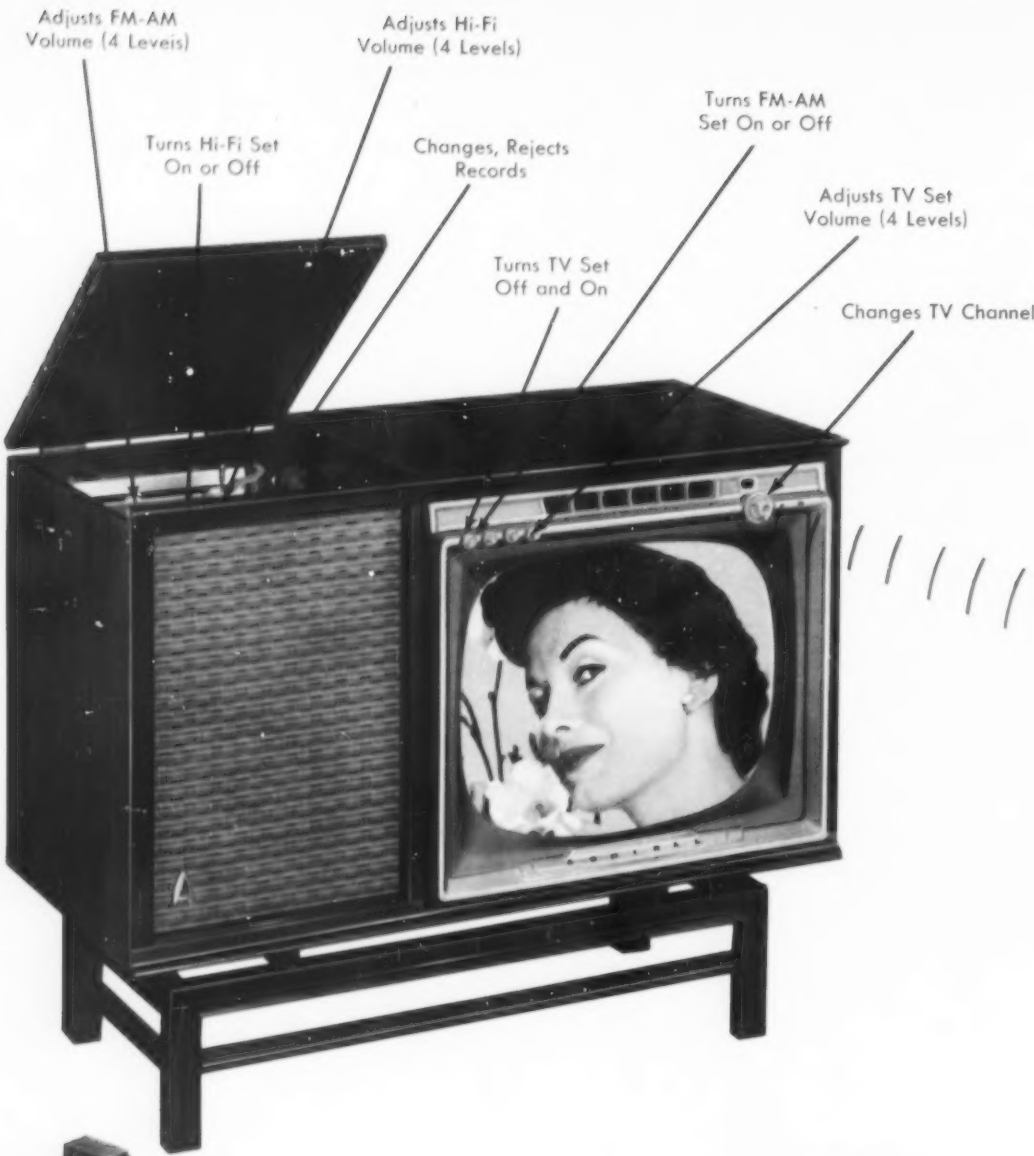
VARIABLE TONE CONTROL

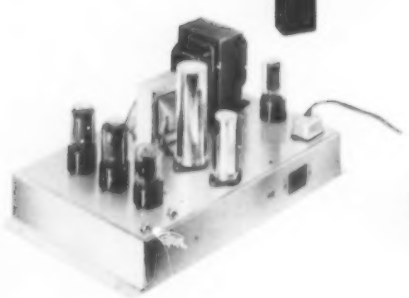
Infinitely variable tone control allows listener to choose exact tone best suited to his taste. Listener is provided with a wide range of tonal shadings for television and records.



PUSH BUTTON ON-OFF

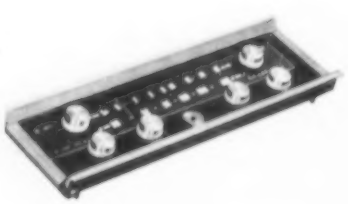
No need to adjust volume each time your Admiral set is used. Push button control turns set off and on. Just push the button and sound comes on automatically at same level as last time set was used.





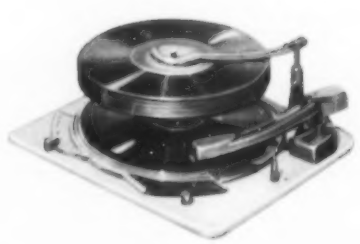
20-WATT HI-FI AMPLIFIER

A new concept in high fidelity sound systems! Thrilling realism, full range and power with new Admiral Push-Pull Audio Output Circuit. Range 30 to 30,000 c.p.s. ± 2 db. Distortion-free, noise-free, hum-free at all normal listening levels.



PRECISION FM-AM RADIO

Enjoy static-free FM with its natural tone and hours of uninterrupted music. *Plus* powerful, long range AM radio. "On the beam" tuning eye for razor sharp tuning. Built-in FM drift compensator. Automatic volume control minimizes fading, blasting.



4-Speed ADMIRAL RECORD CHANGER

Completely automatic. Childproof, troubleproof Admiral-built changer plays all four record speeds. New 4-pole constant speed motor. Heavy, balanced turntable. Rubber turntable mat protects records, eliminates slippage.

exclusive Admiral

son-r remote control



Another important Admiral "first"—an amazing new remote control that operates a *high fidelity phonograph*, an *FM-AM radio* and a *TV set* from distances up to 50 feet *without using tubes, batteries, cords or transistors!* More practical in other ways, too, than ordinary remote controls. There's nothing to hang on the front of the set. Volume can be adjusted to *four* different settings instead of usual two limited settings. And Admiral has engineered its exclusive Son-R control to screen out stray high frequency sounds that often actuate ultrasonic controls. Son-R Remote Control is a wonderful new optional convenience Admiral owners will want and appreciate.



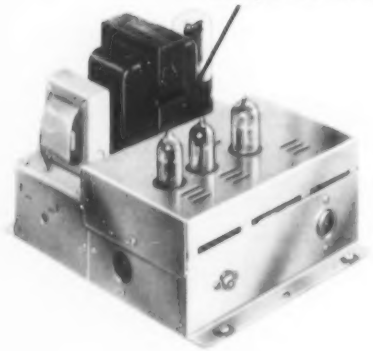
only Admiral Son-R Control lets you switch back and forth from TV to FM-AM or to phonograph–without leaving your easy chair!

look in the back for–

High Fidelity Power Pack



Complete High Fidelity Sound System adds thrilling



New Dimension to TV enjoyment

To a brilliant TV picture, Admiral proudly adds the complete realism of a high fidelity system for the reproduction of FM sound or records. This blending of perfect picture and sound adds new fun to television viewing. 8-watt high fidelity amplifier is mounted in the speaker enclosure for easy accessibility. Has 4-tube push-pull audio output circuit with a flat response of 40 to 40,000 cycles ± 1 db.



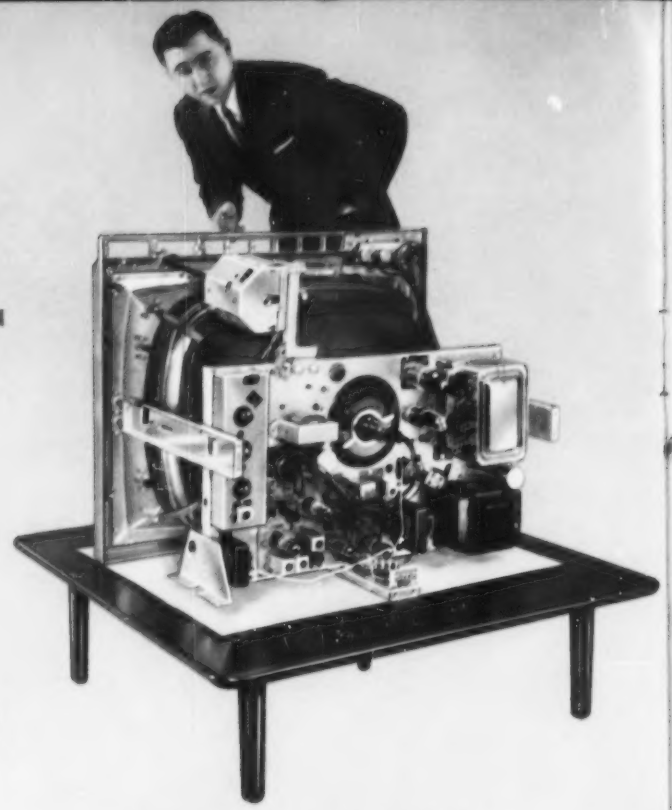
4-speaker Hi-Fidelity system

faithfully reproduces every intimate whisper... every symphonic crescendo

Here is a rich, new and exciting musical experience—Admiral's true high fidelity multiple speaker system. Never has music and voice been so thrillingly lifelike, so flawlessly reproduced. To obtain this complete realism, Admiral uses 4 perfectly engineered and balanced speakers—one for the low ranges, two for the important middle ranges and one for the high ranges—each matched to a powerful amplifying system and acoustically correct cabinet. A dividing network or crossover directs the proper notes to each unit. And for extra richness of tone, added bass compensation is provided to give finest reproduction at low listening levels. The result is a totally new musical adventure—a world of beautiful sound free of distortion, noise or hum.

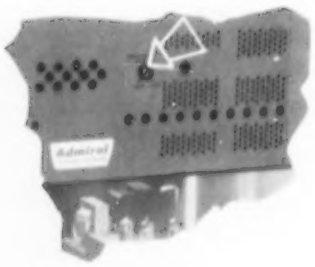
more picture power





"440". Admiral's finest TV set and television's mightiest power plant. New, dependable AC Transformer-Power circuit with added power output to provide the ultimate in range and power. 3 stage wideband 41.25 megacycle IF system with new optimum amplitude response. Delivers television's brightest, sharpest, clearest pictures in remote fringe areas as well as busy cities. Powerful new audio system for "right in the room" sound.

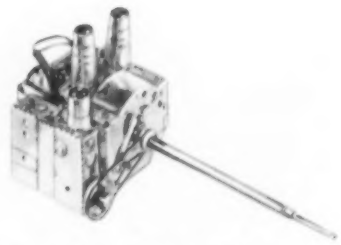
"330". A masterpiece of Admiral engineering. A new, powerful, dependable automation built super cascode chassis with improved circuitry. Designed for peak performance with minimum interference. Combines super range finder, "noise gate" control, new "gated" AGC in a single control. Built-in radiation shield for freedom from interference. Long-life semi-conductor for cooler operation. Trouble-free condensers with new moisture resisting Mylar insulation.



SUPER RANGE FINDER customizes Admiral TV to your exact location. Suppresses interference, holds picture rock steady even in weak signal areas.



PHONO JACK allows you to plug in record player, play your favorite records through Admiral's full range high fidelity sound system.



NEW HI-GAIN CASCODE TUNER! An improved, more costly top quality cascode tuner more sensitive, sharply selective than ever. New quality mechanical construction for positive control, easier tuning.



more audio
power



To Admiral's powerful new
push pull audio output syst
is power and range and sou
you not only hear but act
Audio output system lends
and FM-AM radio. Phono
tuner or record player thro



NEW BLACK BEAM
PICTURE TUBE
FOR BRIGHTER
PICTURES...

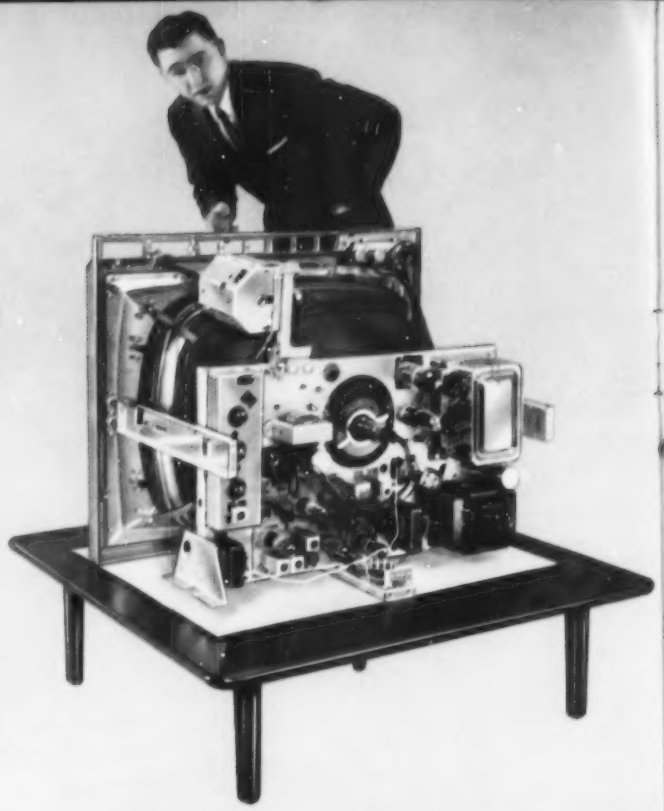
BETTER CONTRAST, EASIER VIEWING. New Admiral Black Beam Picture Tube with blue-white phosphors makes blacks blacker, whites whiter, won't fade or washout. Heightened contrast is more pleasing to the eyes, gives new depth and realism to television's brightest picture.

AUT
ice. A
built
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Printed in U.S.A.

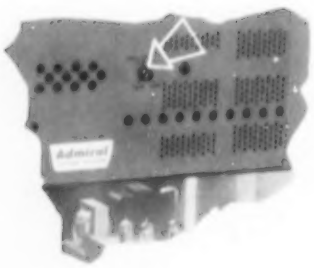
more picture power





"440". Admiral's finest TV set and television's mightiest power plant. New, dependable AC Transformer-Power circuit with added power output to provide the ultimate in range and power. 3 stage wideband 41.25 megacycle IF system with new optimum amplitude response. Delivers television's brightest, sharpest, clearest pictures in remote fringe areas as well as busy cities. Powerful new audio system for "right in the room" sound.

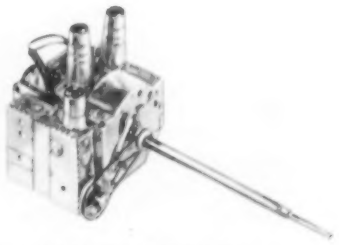
"330". A masterpiece of Admiral engineering. A new, powerful, dependable automation built super cascode chassis with improved circuitry. Designed for peak performance with minimum interference. Combines super range finder, "noise gate" control, new "gated" AGC in a single control. Built-in radiation shield for freedom from interference. Long-life semi-conductor for cooler operation. Trouble-free condensers with new moisture resisting Mylar insulation.



SUPER RANGE FINDER customizes Admiral TV to your exact location. Suppresses interference, holds picture rock steady even in weak signal areas.



PHONO JACK allows you to plug in record player, play your favorite records through Admiral's full range high fidelity sound system.



NEW HI-GAIN CASCODE TUNER! An improved, more costly top quality cascode tuner more sensitive, sharply selective than ever. New quality mechanical construction for positive control, easier tuning.



more audio power

"HIGH FIDELITY 440"

To Admiral's powerful new super cascode 440 chassis add the industry's finest push pull audio output system and you have Admiral's High Fidelity 440. Here is power and range and sound so true, so free of distortion, so thrillingly clear you not only hear but actually *feel* the music and voices of the performers. Audio output system lends true high fidelity sound to the TV, phonograph, and FM-AM radio. Phono jack on back lets you play independent FM-AM tuner or record player through high fidelity speaker system.



NEW BLACK BEAM
PICTURE TUBE
FOR BRIGHTER
PICTURES...

BETTER CONTRAST, EASIER VIEWING. New Admiral Black Beam Picture Tube with blue-white phosphors makes blacks blacker, whites whiter, won't fade or washout. Heightened contrast is more pleasing to the eyes, gives new depth and realism to television's brightest picture.

AUTOMATION BUILT for years of dependable service. All Admiral sets are virtually 100% automation-built by foolproof, precision machines invented and pioneered by Admiral. Circuits are simpler, more precise, highly resistant to vibration, humidity and temperature extremes [illegible]atic assembly *eliminates 425 potential* [illegible]s practically trouble-free operatic[illegible]

Printed in U.S.A.

Form T116-4

See These ***Admiral*** Products Here, Too...





ADMIRAL CORPORATION
3800 Cortland St., Chicago 47, Illinois

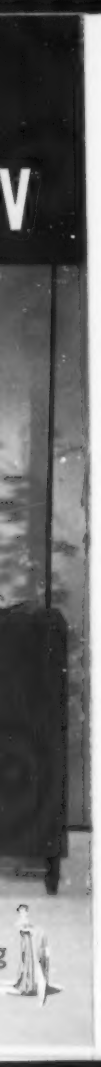
Form T115 Printed in U.S.A.

Admiral ®
SLIMLINE TV



New "Thin as a Dime" Styling

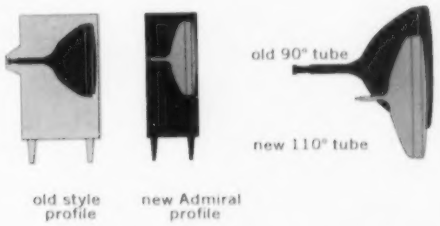






the year's most exciting new styling change— Admiral Slimline TV

Admiral's smart new Slimline styling banishes forever the boxy, bulky, bulgy TV profile of yesterday . . . gives you fashion slim table and console models of simple elegance just over 16" deep and scaled just like other fine furniture . . . luxurious cabinets you can mix, match or blend with other fine pieces in virtually any size room, in every type of decor.

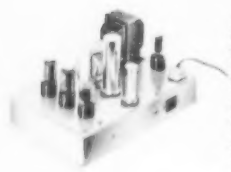


slimmer, more compact cabinets . . . with new 110° picture tube

New, shortened Admiral Black-Beam Picture Tube cuts precious inches off cabinet depth—eliminates the old fashioned bulging bell on the back so cabinets can be placed flush against the wall. Resulting fashion slim cabinet design opens the way to thrilling new room planning ideas.



Model HFR21F42
21" TV with High Fidelity 4-speed Phonograph and FM-AM Radio



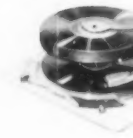
POWERFUL 20 WATT HI-FI AMPLIFIER

Brings you sound so thrillingly lifelike, so distortion-free you not only hear but actually feel the presence of the artists. Advanced Admiral Push-Pull AC Audio Output Circuit. Range: 30 to 30,000 ± 2 db. Hum-free and noise-free at all normal listening levels.



PRECISION FM-AM RADIO

Enjoy static-free FM with its hours of uninterrupted music. "On the beam" tuning eye and built in drift compensator for razor sharp tuning, peak performance. Powerful, long distance superheterodyne AM radio, too. Automatic volume control minimizes fading, blasting.





exclusive ***Admiral*** son-r remote control

Another important Admiral "first!" Amazing Son-R remote control operates TV, phonograph and FM-AM from the comfort of your easy chair . . . up to 50 feet away . . . *without tubes, cords, batteries or transistors!* Uses ultra sonic (silent sound) waves. From across the room, you turn your Admiral hi-fi set on and off, change or reject records, adjust volume to 4 different settings. Switch to TV, the Son-R control changes channels, adjusts volume, turns the set on and off. Also turns on FM-AM radio to pre-selected station, adjusts volume. A wonderful optional Admiral convenience you'll enjoy and appreciate!





4-SPEED RECORD CHANGER

Admiral-built automatic changer for years of trouble-free operation. Plays all speeds including 16⅔ r.p.m. Heavy, weighted turntable. Silent, heavy duty 4-pole motor for uniform speed without "wows" or rumbles. Rubber turntable mat. Balanced, featherweight tone arm. Twin lever heat resistant ceramic pick-up cartridge. Separate LP and 78 jeweled needles.

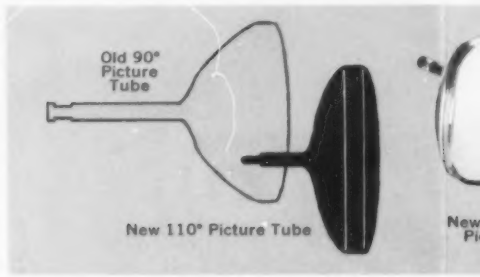


HIGH FIDELITY 4-SPEAKER SYSTEM

Perfectly engineered and balanced hi-fi 4-speaker system reproduces sound with concert hall realism. Special 10" woofer and 3½" tweeter for lower and higher ranges, two 6" speakers for important middle ranges. Electrical cross-over network channels proper notes to each unit. Scientifically matched to powerful amplifier and acoustically correct cabinet.



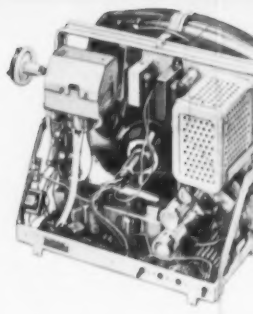
bigger picture...smaller



NOW FROM ADMIRAL—portables that are *really* po
Black-Beam picture tube takes inches and pounds o
you new slimline, lightweight, super-powered portal
to carry, more fun to watch. Yours in 3 screen sizes
of gay colors.

Admiral Portables...Built to





AUTOMATION-BUILT
for years of service

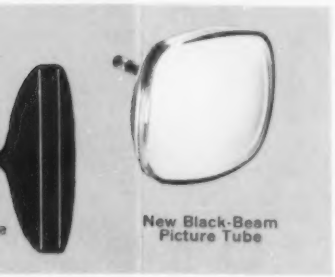
- Battleship, one piece co
"Power Plated" chassis.
- Virtually 100% automati
foolproof machines
- Printed circuits won't cor
short
- Built for years of rough, to
about use!

jolted and jarred 7200 times a minute...still picture pe

Portables get lots of rugged, knockabout use, but only Admiral Portables are built to really take it. Grueling vibrator-table test proves Admiral portables are designed to last—to give years of uninterrupted pleasure. Picture and sound remains rock-steady even after Admiral's exclusive "Power Plated" chassis is jolted and jarred 7,200 times a minute—over 400,000 times in a si
equivalent of ten years of picking set
it down. Yet, all through this torture
remains perfect—without flip, fad
thanks to Admiral's one-piece battl
tion and "power plated" chassis. A
automation-built Admiral portable

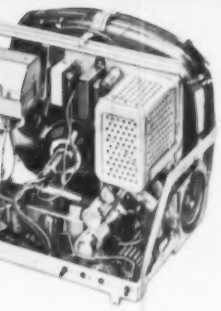
PERFORMANCE THROUGH POWER

smaller cabinet



es that are *really* portable. New 110°
nches and pounds off cabinets to give
per-powered portables that are a joy
rs in 3 screen sizes and a wide choice

Built to take it



MATION-BUILT
rs of service

ship, one piece construction.
r Plated" chassis.
ly 100% automation built by
oof machines
d circuits won't come loose or

or years of rough, tough, knock-
use!

l picture perfect

,000 times in a single hour! The
ears of picking set up and putting
rough this torturous test, picture
without flip, fade or flutter—
l's one-piece battleship construc-
lated" chassis. A new tribute to
Admiral portable dependability!

POWER

Admiral portable TV

in 3 screen sizes . . . 8 exciting colors . . . new slimline cabinets



BIG TEN Portable TV. Built for years of fun. Big set performance in any room of the house. Take it outdoors, too. Perfect for viewing with Admiral 10.375" picture tube—53½ sq. in. screen. Automation built. Choose from wide range of solid and combination colors including 2-Tone Granada Green, 2-Tone Jamaica Tan and Grey Linen. Compact, only 8 $^{7}/_{16}$" high, 10 $^{11}/_{16}$" wide, 13 $^{13}/_{16}$" deep.



BIG FOURTEEN Portable TV. 55% more picture power for brilliant console pictures wherever you go. Big 14" Black-Beam 110° Picture Tube with 108 sq. in. viewing area. Non-breakable slimline case in Silver Gray (P14D11), Sapphire White and Gold (P14D12), Sapphire White and Matador Red (P14D13) finishes and Tan Morocco leather grained vinyl cover (P14D14). 12 $^{1}/_{16}$" h., 14 ½" w., 12 ¼" d.



BIG SEVENTEEN Portable TV in Slimline cabinet. Giant 17" Black-Beam 110° Picture Tube, 155 sq. in. viewing area. Unbreakable all steel or lightweight aluminum cabinets. In Citation Bronze (P17D21), Sapphire White and Tarragon Green (P17D22), 2-Tone Jamaica Tan (P17D23) finishes and White Morocco leather grained vinyl cover (P17D24). 13 $^{11}/_{16}$" h., 16 $^{7}/_{16}$" w., 13 $^{13}/_{16}$" d.

Picture Tubes measured diagonally. Built-in 82-channel UHF-VHF, optional. Choice of smart, adjustable TV stands or handy roll-away cart, optional.

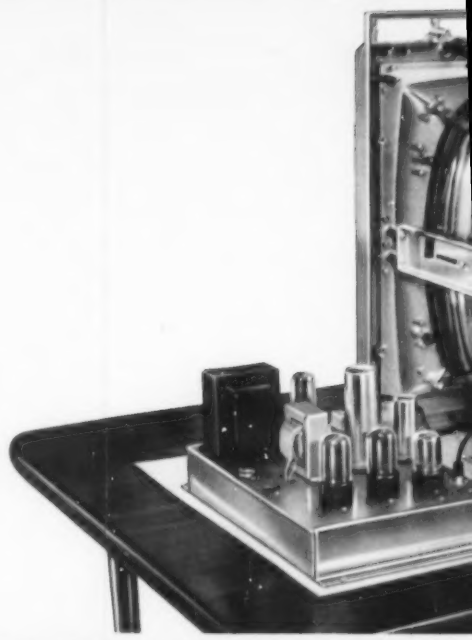
Admiral. performance through power

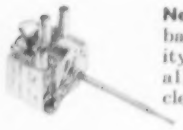
TV's mightiest power plants...for more picture power
...more audio power...designed to outperform them all

"330" Admiral Deluxe Chassis. Packed with reserve power! New automation-built, dependable power cascode chassis. Improved, costly Hi-Gain cascode tuner for high selectivity, extra sensitivity and rejection of unwanted signals. Trouble-free circuits. Delivers brighter, noise-free pictures—everywhere!

"440" Admiral Imperial Chassis. Mightiest power plant of all! New, dependable AC Transformer-Power circuit —the ultimate in range and power. Delivers brightest, clearest pictures in remote fringe areas as well as busy cities. Suppresses virtually all noise. New audio system for "right in the room" sound.

Admiral High Fidelity Imperial "440" chassis. To TV's mightiest power plant, Admiral adds the magic of high fidelity —powerful audio AC power packs with push pull audio circuits to provide flawless, hum-free, noise-free, undistorted sound for TV, for favorite records. Yours for perfect picture, perfect sound.





New Hi-Gain Tuner with wider band pass for greater selectivity. Positive control. Brings in all your stations sharp and clear, overrides unwanted noise.



Trouble-Free Condensers with new "Mylar" insulation resist moisture, changing temperatures—last many times longer than ordinary paper condensers.

Automation-Built for years of dependable service. Admiral precision machines eliminate over 400 chances for human error, faulty or loose connections.



THE WINDSOR in mahogany (C21E12) and blonde oak (C21E13) grained finishes. New Admiral 110° Black Beam picture tube. Deluxe 330 chassis with increased picture, audio power. With *Son-R remote control* in mahogany (CR21E12) and blonde (CR21E13) grained finishes. Slimline cabinets. 34¼" h., 24$^{13}/_{16}$" w., 16¾" d.



THE VANDERBILT in mahogany (C21E22) grained finish. New Admiral 110° Black Beam picture tube. Slimline styling. Deluxe 330 chassis with increased picture, audio power. Front mounted, dual 8" heavy duty speakers for extended range without distortion. In space saver cabinet. 37" h., 26$^{13}/_{16}$" w., 15⅝" d.



THE VANDERBILT in blonde oak grained finish (C21E23) and genuine Sierra veneers (C21E24.) New Slimline styling. Admiral 110° Black Beam picture tube. Deluxe 330 chassis. All-top-front tuning. Full range FM sound system. Dual 8" heavy duty speakers. Infinitely variable tone control. Hi-Gain tuner. 37" h., 26$^{13}/_{16}$" w., 15⅝" d.



THE PRINCETON in mahoga finishes. Admiral deluxe 330 ch Black Beam picture tube. Ne tone control. Golden Picture better power output. Super ra



THE BERKSHIRE in mahogany (HF21F22) and blonde oak (HF21F23) grained finishes. High fidelity 21" TV and 4-speed phonograph. High fidelity 440 chassis. 8-watt high fidelity audio pack for fine record and sound reproduction. 3 high fidelity speakers: 8" woofer, 5" mid-range, 3¼" tweeter. 40 to 40,000 ± 1 db. Admiral-built changer plays all speeds including even new 16⅔ r.p.m. 33$^{15}/_{32}$" h., 40½" w., 15¼" d.

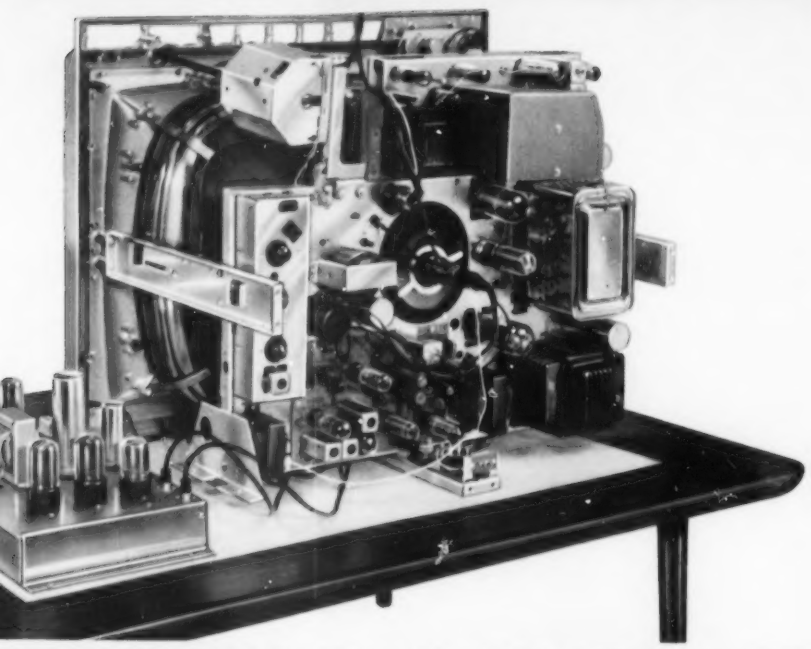


THE PINEHURST in mahogany (HF21F32) and blonde oak (HF21F33) grained finishes or genuine Sierra veneers (HF21F34.) Combines high fidelity 21" TV and 4-speed phonograph with superb FM-AM radio. Powerful 20-watt Hi-Fi audio power pack with push pull audio output circuit. Admiral high fidelity 440 chassis. Hi-Fi 4-speaker system. Admiral-built changer plays all speeds including 16⅔ r.p.m. 33$^{15}/_{32}$" h., 42¼" w., 20¼" d.



THE CANTERBURY in mahogany (HFR21F42) and blonde or genuine Sierra veneers (HFR21F44). High fidelity 21 phonograph and FM-AM radio *plus* amazing Son-R remo operates TV, phonograph and radio right from your eas *cords, tubes, batteries or transistors!* Powerful 20-watt power pack. High fidelity 4-speaker system. 33$^{15}/_{32}$" h., 42







THE ASBURY in Charcoal (T21E21) in mahogany (T21E22) and blonde oak (T21E23) grained finishes. Matching "Lazy Susan" Swivel base optional. Dual speakers except Model T21E21. Deluxe 330 chassis. 33″ h., 37½″ w., 16¾″ d. *Son-R remote control, optional.*



THE ASPEN in mahogany (T21F32) and blonde oak (T21F33) grained finishes. Matching "Lazy Susan" swivel base optional. Powerful Admiral 440 chassis. Dual PM speakers. All sound beamed out the front. 19⅝″ h., 24⅝″ w., 15″ d.









CETON in mahogany (L21E22) and blonde oak (L21E23) dmiral deluxe 330 chassis. Dual heavy duty speaker system. 110° am picture tube. New Hi-Gain cascode tuner. Infinitely rol. Golden Picture Frame. New audio system for clearer sound, wer output. Super range finder control. 33″ h., 37½″ w., 15¼″ d.

THE CREIGHTON in mahogany (C21F42) and blonde oak (C21F43) grained finishes. Slimline styling. Powerful Admiral 440 chassis. Super cascode circuits. New Black Beam 110° picture tube. Dual 8″ heavy duty PM speakers, front mounted for "talking picture" effect. Infinitely variable tone control. Only 37¾″ h., 28$^{15}/_{16}$″ w., 16$^{9}/_{16}$″ d.

THE SETON in mahogany (CH21F52) and blonde oak (CH21F53) grained finishes and genuine Sierra veneers (CH21F54). Slimline cabinets. Imperial 440 chassis. 8-watt high fidelity power pack, with 4-tube push-pull audio output circuit. 4 Hi-Fi speakers. Phono jack. Separate bass and treble controls. 37¾″ h., 32$^{1}/_{16}$″ w., 16¾″ d.

THE EXETER in mahogany (grained finishes. Imperial 4 pack. High fidelity 4-speake treble controls. Golden Pictu With new Admiral *Son-R rem* blonde oak (LHR21F33) gr



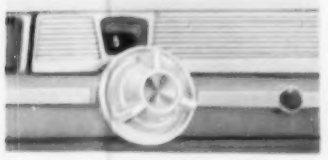
R21F42) and blonde (HFR21F43) 744). High fidelity 21″ TV, 4-speed amazing Son-R remote control that right from your easy chair *without* ! Powerful 20-watt high fidelity system. 33$^{15}/_{32}$″ h., 42¼″ w., 20¾″ d.



dramatic new golden picture frame

shadow box effect puts every program "on stage"

exciting new depth and realism...enha



All Control Top Front Tuning. All controls up top and up front! No hidden panels, no hard-to-get-at knobs on sides or back. Lighted channel window for your extra tuning convenience.



Separate, Variable Tone Controls. In finitely variable, fully "independent so they will not "interact." Choos the tonal shadings you like best fo television, for your favorite record

21″ Picture Tube measured diagonally, Viewable



performance through power

iest power plants...for more picture power
audio power...designed to outperform them all



"440" Admiral Imperial Chassis. Mightiest power plant of all! New, dependable AC Transformer-Power circuit —the ultimate in range and power. Delivers brightest, clearest pictures in remote fringe areas as well as busy cities. Suppresses virtually all noise. New audio system for "right in the room" sound.

Admiral High Fidelity Imperial "440" chassis. To TV's mightiest power plant, Admiral adds the magic of high fidelity —powerful audio AC power packs with push pull audio circuits to provide flawless, hum-free, noise-free, undistorted sound for TV, for favorite records. Yours for perfect picture, perfect sound.

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Trouble-Free Condensers with new "Mylar" insulation resist moisture, changing temperatures—last many times longer than ordinary paper condensers.

Automation-Built for years of dependable service. Admiral precision machines eliminate over 400 chances for human error, faulty or loose connections.



THE VANDERBILT in mahogany (C21E22) grained finish. New Admiral 110° Black Beam picture tube. Slimline styling. Deluxe 330 chassis with increased picture, audio power. Front mounted, dual 8" heavy duty speakers for extended range without distortion. In space saver cabinet. 37" h., 26$^{15}/_{16}$" w., 15$^{5}/_{8}$" d.



THE VANDERBILT in blonde oak grained finish (C21E23) and genuine Sierra veneers (C21E24.) New Slimline styling. Admiral 110° Black Beam picture tube. Deluxe 330 chassis. All-top-front tuning. Full range FM sound system. Dual 8" heavy duty speakers. Infinitely variable tone control. Hi-Gain tuner. 37" h., 26$^{15}/_{16}$" w., 15$^{5}/_{8}$" d.



THE PRINCETON in mahogany (L21E22) and blonde oak (L21E23) finishes. Admiral deluxe 330 chassis. Dual heavy duty speaker system. 110° Black Beam picture tube. New Hi-Gain cascode tuner. Infinitely variable tone control. Golden Picture Frame. New audio system for clearer sound, better power output. Super range finder control. 33" h., 37$^{1}/_{2}$" w., 15$^{3}/_{4}$" d.



THE C
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nde oak (HF21F23)
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woofer, 5" mid-range,
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., 40$^{1}/_{2}$" w., 15$^{3}/_{4}$" d.

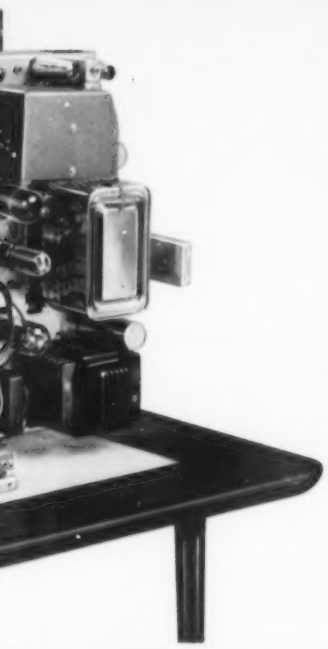


THE PINEHURST in mahogany (HF21F32) and blonde oak (HF21F33) grained finishes or genuine Sierra veneers (HF21F34.) Combines high fidelity 21" TV and 4-speed phonograph with superb FM-AM radio. Powerful 20-watt Hi-Fi audio power pack with push pull audio output circuit. Admiral high fidelity 440 chassis. Hi-Fi 4-speaker system. Admiral-built changer plays all speeds including 16$^{2}/_{3}$ r.p.m. 33$^{15}/_{32}$" h., 42$^{1}/_{4}$" w., 20$^{1}/_{4}$" d.



THE CANTERBURY in mahogany (HFR21F42) and blonde (HFR21F43) or genuine Sierra veneers (HFR21F44). High fidelity 21" TV, 4-speed phonograph and FM-AM radio *plus* amazing Son-R remote control that operates TV, phonograph and radio right from your easy chair *without cords, tubes, batteries or transistors!* Powerful 20-watt high fidelity power pack. High fidelity 4-speaker system. 33$^{15}/_{32}$" h., 42$^{1}/_{4}$" w., 20$^{1}/_{4}$" d.







THE ASBURY in Charcoal (T21E21) in mahogany (T21E22) and blonde oak (T21E23) grained finishes. Matching "Lazy Susan" Swivel base optional. Dual speakers except Model T21E21. Deluxe 330 chassis. 33″ h., 37½″ w., 16¾″ d. *Son-R remote control, optional.*



THE ASPEN in mahogany (T21F32) and blonde oak (T21F33) grained finishes. Matching "Lazy Susan" swivel base optional. Powerful Admiral 440 chassis. Dual PM speakers. All sound beamed out the front. 19⅝″ h., 24⅝″ w., 15″ d.



THE STANFORD in mahogany (C21E2) and blonde oak (C21E3) grained finishes. New Slimline styling. Admiral 110° Black Beam picture tube. Deluxe 330 chassis. Full range sound system. New Hi-Gain tuner. 33″ h., 26¼″ w., 16¾″ d.



THE CREIGHTON in mahogany (C21F42) and blonde oak (C21F43) grained finishes. Slimline styling. Powerful Admiral 440 chassis. Super cascode circuits. New Black Beam 110° picture tube. Dual 8″ heavy duty PM speakers, front mounted for "talking picture" effect. Infinitely variable tone control. Only 37¾″ h., 28¹⁵⁄₁₆″ w., 16⁹⁄₁₆″ d.



THE SETON in mahogany (CH21F52) and blonde oak (CH21F53) grained finishes and genuine Sierra veneers (CH21F54). Slimline cabinets. Imperial 440 chassis. 8-watt high fidelity power pack, with 4-tube push-pull audio output circuit. 4 Hi-Fi speakers. Phono jack. Separate bass and treble controls. 37¾″ h., 32⁷⁄₁₆″ w., 16¾″ d.



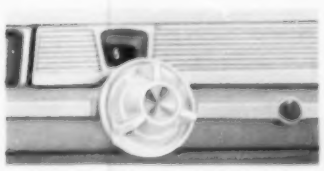
THE EXETER in mahogany (LH21F32) and blonde oak (LH21F33) grained finishes. Imperial 440 chassis with 8-watt high fidelity power pack. High fidelity 4-speaker system. Phono jack. Separate bass and treble controls. Golden Picture Frame. 110° Black Beam picture tube. With new Admiral *Son-R remote control* in mahogany (LHR21F32) and blonde oak (LHR21F33) grained finishes, 33½″ h., 42″ w., 16¾″ d.



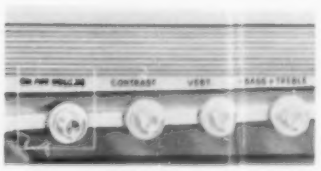
dramatic new golden picture frame

shadow box effect puts every program "on stage" with

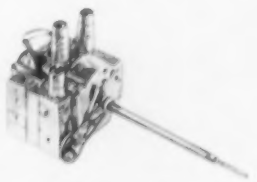
exciting new depth and realism...enhances cabinet beauty



All Control Top Front Tuning. All controls up top and up front! No hidden panels, no hard-to-get-at knobs on sides or back. Lighted channel window for your extra tuning convenience.

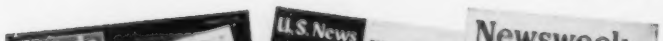


Separate, Variable Tone Controls. Infinitely variable, fully "independent" so they will not "interact." Choose the tonal shadings you like best for television, for your favorite records.



Exclusive 82 Channel UHF-VHF Tuner. Provides accurate, easy tuning for both Very High and Ultra High Frequencies. Smooth operating, trouble-free. Optional, all Admiral models.

21″ Picture Tube measured diagonally, Viewable area 262 sq. in.



Here are the top selling features of the new Admiral Slimline TV

name	model no.	chassis	power pack	phono	FM-AM radio	speakers	"son-r"	push button on-off	tone control	phono jack
THE MEREDITH	T21E1	330	NO	NO	NO	Heavy-Duty PM Speaker	NO	NO	NO	NO
THE STANFORD	C21E2	330	NO	NO	NO	Heavy-Duty PM Speaker	NO	NO	NO	NO
THE ASBURY	T21E22	330	NO	NO	NO	2 – 6″ & 4″	NO	YES	YES	NO
	TR21E22	330	NO	NO	NO	1 – 6″	YES	YES	YES	NO
THE ASPEN	T21F32	440	NO	NO	NO	2 – 6″ & 4″	NO	YES	YES	NO
THE WINDSOR	C21E12	330	NO	NO	NO	1 – 6″	NO	NO	NO	NO
	CR21E12	330	NO	NO	NO	1 – 6″	YES	YES	NO	NO
THE VANDERBILT	C21E22	330	NO	NO	NO	2 – 8″	NO	YES	YES	NO
THE CREIGHTON	C21F42	440	NO	NO	NO	2 – 8″	NO	YES	YES	NO
THE SETON	CH21F52	440	8 watts	NO	NO	1–10″ & 3½″ 2 – 2″ x 10″	NO	YES	2	YES
THE PRINCETON	L21E22	330	NO	NO	NO	2 – 6″	NO	YES	YES	NO
THE EXETER	LH21F32	440	8 watts	NO	NO	2 – 6″ x 9″ 2 – 3½″	NO	YES	2	YES
	LHR21F32	440	8 watts	NO	NO	2 – 6″ x 9″ 2 – 3½″	YES	YES	2	YES
THE BERKSHIRE	HF21F22	440	8 watts	YES	NO	1 – 8″ & 5″ 1 – 3½″	NO	YES	2	NO
THE PINEHURST	HF21F32	440	20 watts	YES	YES	1–10″ & 3½″ 2 – 6″	NO	YES	2	NO
THE CANTERBURY	HFR21F42	440	20 watts	YES	YES	1–10″ & 3½″ 2 – 6″	YES	YES	2	NO

TRENDS REGION BY REGION

. . . in CANADA

By M. L. Schwartz

Dealers glum about June business . . . Judgment sets precedent . . . Over-supply is myth

ELECTIONS and weather cut down traffic in appliances in many cities across Canada during May, dropping sales considerably below earlier expectations. It had been believed May business would pick up after a slight upswing in April.

"Very quiet?" said an executive of a department store, operating a chain in Canada, "it was much worse than that, though no doubt the weather, a slow down in house-building, the elections, and other factors brought the unexpected." He admitted his organization's appliance sales were lower dollarwise in May than last year. Other dealers in several eastern Canadian centers also offered similar stories, though most of them refused to go beyond admitting a drop in sales of slight proportions compared with last year's May business. Three dealers said things were "about even" with last year.

However, the big surprise was the general gloom about the June outlook. "After what I told you about a cinch May sales will be better, it doesn't look any too good for June," said the head man of a large group of stores based in Montreal. "Perhaps," he added, "prices will break, especially on refrigerators, and better weather, should combine to pull us out of a slump." Another veteran dealer in Toronto claimed that June sales will pick up only slightly and explained this by the heavy spending on cars, and, as he put it, "with so many married women working in Canada and so many cars, they're not 'home-minded' now enough to think of appliances." Maybe he is right, maybe wrong, but when his opinion was put to other dealers, oddly enough it received support from most of them. In any case, dealers were glum about June outlook (except for refrigerators) if there is a price break as generally expected. Portable TV's and radios were also expected to be best sellers in June.

An extremely important judgment by Canada's highest court has dealers talking because it virtually means charges may be laid under the Combines Act without proving detriment to the public. The Supreme Court of Canada in Ottawa, in a unanimous decision, made this ruling and unless Parliament changes the law, which is by no means certain at this time, it implies that anyone in business may be now exposed to charges under the Combines Act if there is any evidence of preventing or lessening competition. The Canadian law, as it is today, does not concern itself with public injury or public benefit so that the relevant question is the extent to which the prevention and limitation of competition are agreed upon, not the economic effect of the agreement.

Dealers, of course, are keenly interested in such a legal interpretation of the anti-combines regulations because there is now more and more of a trend for dealers, manufacturers, wholesalers, and others to get together in business. Thus, this highest court's decision will force everyone in business to recognize that no one in Canada can now conspire, combine, agree or even arrange with anyone else to prevent or lessen competition in the production, manufacture, purchase, barter, sale, transportation or supply of articles or commodities. This is the law, in simplified language.

What this infers for dealers is that they will have to use proper care in joining any business deal or arrangement which could come within the definition of a conspiracy or combination in trade or industry if it lessens or prevents competition within present legal definitions. This, of course, is a rather difficult situation for most businessmen today in Canada and it is expected now that there will be a demand for a change in the anti-combine regulations to protect

(Continued on page 32)



367 Million Messages Sell CLINTON ENGINES To Your Customers During The Next 4 Months

SHOULDN'T YOU BE FEATURING THE GASOLINE POWERED EQUIPMENT WITH THE ENGINE FOLKS ARE MORE FAMILIAR WITH



MILLIONS WILL SEE THE CLINTON NAME IN AMERICA'S LARGEST FAMILY WEEKLIES

Every major magazine with a million circulation or more will carry Clinton advertising. Prospects for gasoline powered equipment will read about and be sold on Clinton Engines. You can tie in with this history-making effort. Send the coupon below and find out how.



364 CITIES WILL CARRY CLINTON ADVERTISING LOCALLY TO MORE MILLIONS

This is advertising right in your local newspaper—right in your own neighborhood. Clinton is using both national and local impact to sell the gasoline powered equipment you feature.

Clinton has a big schedule of advertising in the leading construction, transportation and maintenance publications. Big space advertising is aimed directly at local businessmen in your area who buy and use gasoline powered equipment.

CLINTON

Clinton Machine Company
Engine Division, Dept C-3
Maquoketa, Iowa

Send me complete facts about the Clinton Engine promotion and what Clinton is going to do in my area to promote the sale of gasoline powered equipment.

Name _____

Firm Name _____

Address _____

City _____ State _____

The Biggest Promotion in Gasoline Engine History

Now! 4 keys to big sales with

They'll help you open the door to a bigger share of the automatic blanket business . . . the business that has DOUBLED in size in the past 2 years!



ALL-NEW A2 BLANKET MODEL
New control . . . new colors . . . new binding!

ALL-NEW PACKAGE DESIGN
Easy to display . . . easy to ship . . . ideal for gifts



LOW, LOW PRICES!

A1 Models start at $24.95*

A2 Models start at $29.95*

*Manufacturer's recommended retail or Fair Trade price.

GENERAL ELECTRIC BLANKETS

ALL-NEW FLOOR STAND DISPLAYS FOR ALL YOUR GENERAL ELECTRIC BLANKETS



New! Space Saver Display

68 inches high, 27 inches wide, 18 inches deep

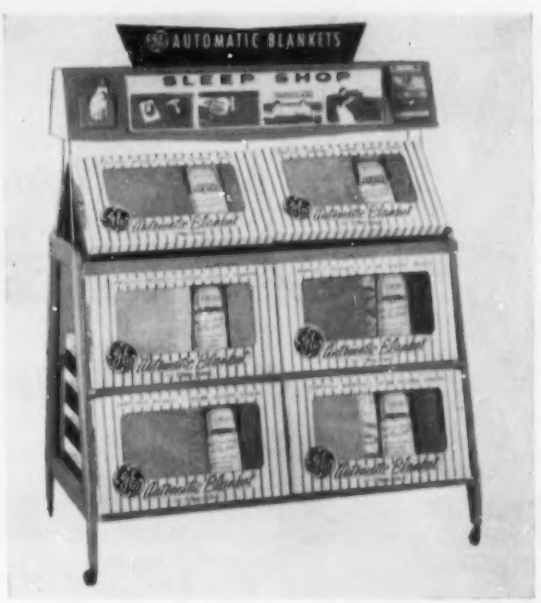
Full-color header—mounted swatches • Displays 3 blankets—stores 4 • Takes up less than 3½ square feet of floor space • Portable—folds flat—weighs only 12 pounds.



New! Jr. Sleep Shop

62 inches high, 27 inches wide, 27 inches deep

Solid, natural birch • Illuminated header—full color • Displays 3 blankets—stores 5 • Has electrical outlet for demonstration • Rolls on wheels • Use as wall or island display.



New! De Luxe Sleep Shop

62 inches high, 51 inches wide, 33 inches deep

Solid natural birch • Illuminated header on both sides • Displays 12 blankets—complete color range • Swatches and bindings on both sides • Built-in electrical outlet • Rolls on wheels.

ALL-NEW TRAFFIC STOPPER WINDOW DISPLAY



New! "Sleep Happy" Indian display . . . Stops customers outside—brings them in • Fits in window 8 feet to 14 feet wide • Use for counter display, too • Kit contains simulated 3-D tepee and colorful centerpiece, two side displays with easels to hold General Electric Blanket cartons. All in full color.



ALL-NEW, ALL-OUT ADVERTISING PROGRAM

On Television . . . "Cheyenne," today's top-ranking adult western reaches 30 million viewers every broadcast . . . on ABC-TV.

In National Magazines . . . full-page, full-color ads in *McCall's, Good Housekeeping, Better Homes & Gardens, National Geographic, Sunset* and *Bride's Magazine.* Also featured in special four-color Christmas advertising in *Life, Look, Saturday Evening Post, This Week, Parade, Family Weekly, Better Homes & Gardens, House Beautiful, House & Garden, Esquire, Holiday, Better Homes & Gardens Ideas Annual.*

***PLUS* KEY LOCAL SUPPORT** . . . see your local General Electric distributor for the big blanket program for 1957. Automatic Blanket and Fan Department, General Electric Company, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

GENERAL ELECTRIC



If it's worth replacing . . .



. . . it's worth a safe electrical cord



Belden
WIREMAKER FOR INDUSTRY
SINCE 1902
CHICAGO

5-17

Magnet Wire • Lead and Fixture Wire • Power Supply Cords, Cord Sets and Portable Cord • Aircraft Wires
Welding Cable • Electrical Household Cords • Electronic Wires • Automotive Wire and Cable

those with good intentions when they follow the growing trend of getting together to do business.

Still, as the law stands today and until it is changed, if it will be changed, dealers will have to abide by the highest court's decision. This decision states clearly that "conspiracy is a crime by itself, without the necessity of establishing the carrying out of an overt act."

The bargain bubble, which even big dealers are counting upon for some appliances this year, supposedly because of overproduction, may burst. Grapevine reports now hint that Canadian manufacturers are going easy in production and good timing in shipping may avert too large inventories at retail levels.

As a result, fewer domestic electric refrigerators, washing machines, etc., may be produced as well as fewer TV and radio sets, so that stories of overproduction may prove to be exaggerations. Already some dealers are planning their merchandising on this basis. In fact, the general manager of a large appliance organization confided that "many dealers are going to get fooled if they're depending on bargains from overproduction in 1957." Another major distributor said, too, that his Montreal headquarters is "not counting on an easy supply this year to bring sharp price cuts." In addition, official latest figures in Ottawa also suggest lower levels of factory shipments of some appliances this year.

Nevertheless, the stories are circulating that "bargains" are coming on account of supposed overproduction, giving two sides to this picture. "It will take extremely good planning by manufacturers and distributors to avoid inventory losses as a result of this easy supply," said the president of a large department store chain, emphasizing that 1957 may bring overproduction in many lines. *End*



"SURE, THESE ARE FAMOUS NAME TUBES. LOOK THERE, JULIUS CAESAR TUBE COMPANY"

The exclusive... Caloric ULTRAMATIC



unequaled in every detail

The woman who appreciates gracious living . . . who wants the best in her kitchen . . . quickly senses the superiority of a years-ahead Caloric Ultramatic gas range.

For Caloric is best . . . not only in beauty, but in outstanding cooking features that make meal-preparation a pleasure; leave more time to enjoy modern living.

The Caloric Ultramatic opens your doors to an ever-increasing number of customers who want the finest!

CALORIC'S ADVANCED FEATURES
include the ROTO-RAY BARBEQUER that makes the fun of a barbecue available all year round.

AUTOMATIC OVEN TIMER lets today's busy housewife have a complete meal prepared on time, even when she's away all day.

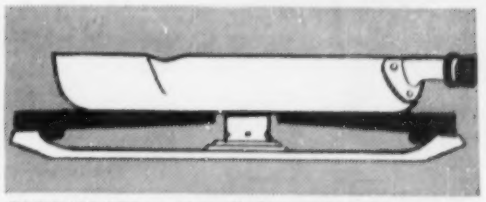
INDIRECT FLUORESCENT LIGHTING in any of four sparkling colors "sets off" kitchen beauty!

And ever important to women who take pride in the appearance of their kitchens . . . Caloric is "America's easiest range to keep clean."

NEW VALUE-PACKED SERIES
A brand-new companion line . . . Caloric's "Two" Series gas ranges . . . with the same basic quality and beauty that Caloric's name represents to the public and the trade. Six models are available: 35″ Deluxe, 30″ Deluxe, 20″ Deluxe, 36″ Standard, 30″ Standard, and 20″ Standard.

Now, with one brand—Caloric—you can offer a range for every homemaker, a range with the features *she* wants and needs, at a price she can afford. Give your customers the complete choice they deserve . . . the choice that only CALORIC offers!

CALORIC APPLIANCE CORP., TOPTON, PA.
RANGES · DRYERS · BUILT-INS · DISPOSERS



THERMO-SET—a "must" for modern homemakers. Caloric's thermostatically-controlled top burner ends "caution or calamity" cooking. The THERMO-SET sensing element keeps food at the exact temperature set—makes every pot and pan "automatic"!

CALORIC APPLIANCE CORPORATION
DEPARTMENT EM, TOPTON, PENNA.
Please send me more information on the expanded selection of Caloric gas ranges!

Name_____

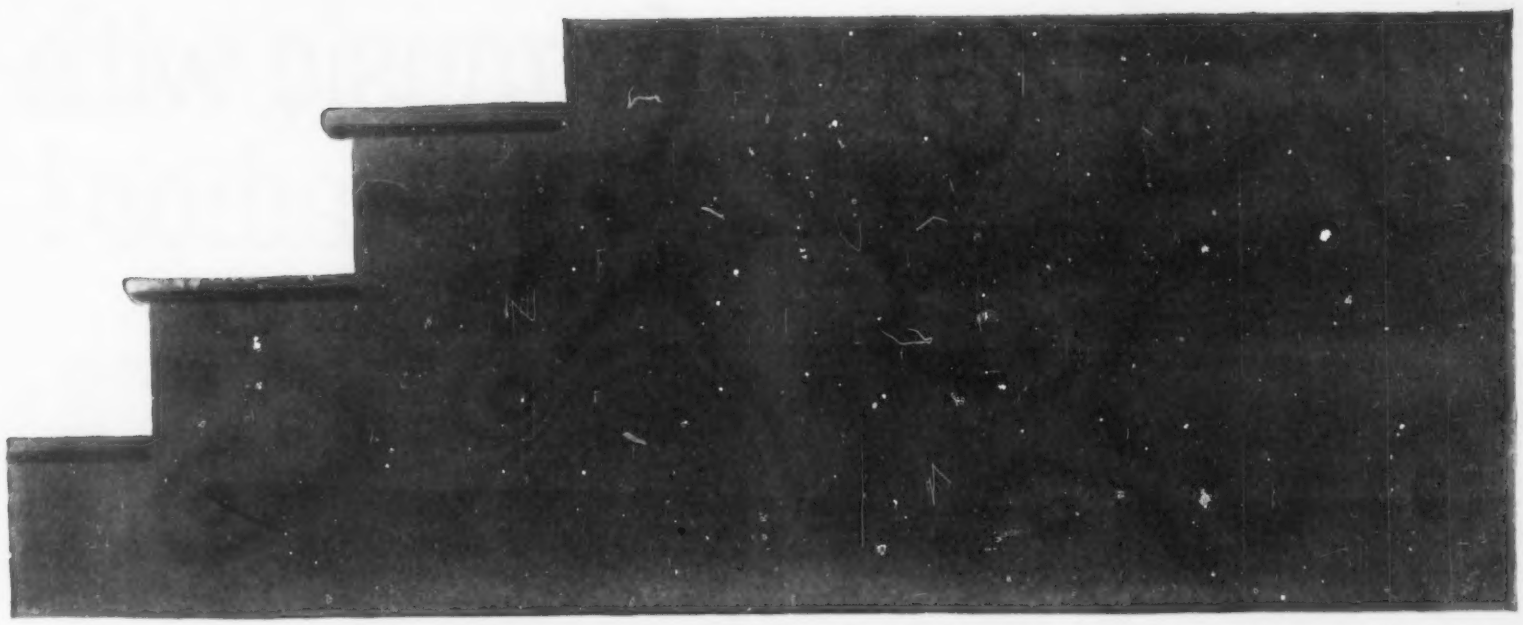
Address_____

City_____ Zone____ State____



WANTED:

- *Only 15% of the households in Chicago and suburbs have a clothes dryer. 1,425,000 households do not have this appliance!*
- *34,000 of the clothes dryers now in use are more than 5 years old!*
- *13.8% of all households (or 232,000) named a clothes dryer as the appliance wanted next!*



232,000 new clothes dryers!

THE stage is set for sales of dryers in Chicago and suburbs. As revealed in the Chicago Tribune's 1956 Appliance Market Study, more families want them than ever before.

And these same families prefer to see them advertised in Chicago's leading newspaper. When 232,000 families wanting dryers next were asked, "Which Chicago newspaper is most useful to someone buying an appliance?", 53% of them said: "The Tribune!" Other Chicago newspapers were named by only 20%, 15% and 10% of the families wanting a dryer next.

This clear cut preference means that Tribune advertising is the surest way to make more sales in the rich Chicago market. With 936,000 daily circulation and more than 1,300,000 on Sunday, the Tribune goes into more homes without clothes dryers than any other Chicago newspaper.

Your nearest Tribune representative has much useful information to help you plan your marketing program. Ask him to show you the 1956 Appliance Market Study.

CHICAGO TRIBUNE

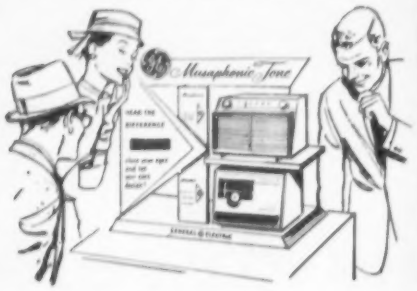
THE WORLD'S GREATEST NEWSPAPER

Chicago	New York City	Detroit	San Francisco	Los Angeles
W. H. Hattendorf	E. P. Struhsacker	W. E. Bates	Fitzpatrick Associates	Fitzpatrick Associates
1333 Tribune Tower	220 E. 42nd St.	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Blvd.
SUperior 7-0100	MUrray Hill 2-3033	WOodward 2-8422	GArfield 1-7946	DUnkirk 5-3557

MEMBER: FIRST 3 MARKETS GROUP, METRO SUNDAY MAGAZINE NETWORK AND METRO COMICS MAGAZINE NETWORK

Tune in sweet profit music with new General Electric Radios!

Demonstration Sells Musaphonic Sound! Let 'em compare it with ordinary radio. They buy on the spot! Ask your distributor about the General Electric low cost Store Demonstration Unit.



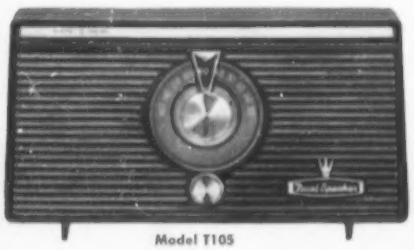
YOU'LL sing a song of profits, and how!...with these sensational new values. Heading the lineup is the new General Electric Table Radio with Dual Speaker Musaphonic Sound–that sells itself to you, to your customers...the instant it's demonstrated. Looks as good as it sounds and loaded with sales-making features. Backed by full color magazine ads–"Cheyenne" network TV–sizzling store promotions. Tell your General Electric distributor you want the story–FAST.



Model T116

MAGNIFICENT DUAL SPEAKER *Musaphonic*® SOUND!

$39.95*



Model T105

Sensationally Low-Priced Dual Speaker Table Radio

Two speakers give balanced tone, more volume, less distortion. Built-in Ferra-Power antenna. Push-Pull, On-Off Switch. Choice of colors. **$24.95***



Model C405

Popular-Priced Clock-Radio With Smart New Styling

Wakes you to music – lulls you to sleep – turns on, off automatically. New, easy-to-set, lever-type controls. Choice of smart colors. **$29.95***



Model P710

Unbeatable Value! New All-Transistor Pocket Radio

Four lifetime transistors, plus crystal diode. Pocket size, light weight! Unbreakable case. Earphone accessory. Choice of smart colors. **$34.95***

Progress Is Our Most Important Product

**Manufacturer's Fair Trade or recommended retail price. 90-day written warranty on both parts and labor. Batteries and accessories extra. Slightly higher West and South. General Electric Company, Radio Receiver Department, Bridgeport 2, Connecticut.*

GENERAL ELECTRIC

Mort Farr Says . . .

We Can Learn From The Past



Mort Farr, Upper Darby, Pa., appliance-TV dealer

HAVING only recently observed my Golden Anniversary of years on this earth, I can hardly qualify to reminisce on the entire fifty years ELECTRICAL MERCHANDISING has served our industry. However, as an old-timer in the business and having spent practically my entire life in the radio-TV and appliance business, both as a vocation and an avocation. I am pleased with the opportunity this anniversary affords to chronicle some of my personal experiences.

The wonderful thing as we look back, is the contribution we have made to the American way of life. In fact, if there is one thing that makes the American way of life distinctly different from the other people of the world, it is in the use of the appliances we sell.

IN THE BEGINNING. I was born about the time that electricity was being recognized as man's servant. The next few years I will leave to the historians, but by the time I was through grammar school I had been bitten by the wireless bug. I had been attracted by such stories as the sinking of the Titanic and the Lusitania and the role wireless played in saving many lives. I learned the International Code and started listening to the world's great wireless stations and a few hams, right after World War I. It wasn't long until I took the test as a radio amateur operator, then went on to build a transmitter and was assigned call letters.

Up until this time, we hams were using crystal detectors and head phones on our receivers, and our only signals many times were from Navy Yards and commercial transmitters, which if they were not transmitting when you were attempting to listen, frequently caused you to tear down your set and rebuild it—or try a new piece of galena for your cat's whisker, thinking that your set was not operating. It was about this time that the vacuum tube came into general use.

I was working in my dad's drug store and he was hoping I would be a druggist when this radio craze started. I put one of the sets I built on the counter in his drug store in downtown Philadelphia. I added amplifiers and a horn as soon as they were available and had wires and batteries all over the drug store just as I had them at home. Between the people who heard the set at the store and those who had built receivers themselves, and were annoyed by my amateur station, I attracted attention as a "radio expert" and soon had orders for sets from dad's customers and neighbors. When they were delivered they worked beautifully and my customers told their friends and soon I had more orders than I had time to make sets, so I told dad that I was going into the radio business.

OPENING A BUSINESS. I continued to work from home for several years and then decided to look around for a store. It was about this time a lot of dealers came out of their basements and garages and went into business in stores, for it was just at this time, the early 1920's, that the appliance, radio and TV business as we know it today, was born. It was also around this time that the sale of electric appliances as we know them began to take shape. Most were sold through electrical contractors, utilities and a few specialty selling dealers who took on either washing machines or the new electric refrigerators. Many of those first dealers in these products became wholesale distributors and are still functioning as distributors. It was not long until factory-made battery sets appeared on the market, and I started selling these instead of making sets to order.

In 1926 the first AC operated sets appeared on the market. This is something I had been sure could never be accomplished as I felt certain that the 60 cycle hum of our alternating current could never be successfully filtered out. It is one of the big reasons too, that I never feel that anything is impossible in the field of electronics. It was during this period just described that radio grew by leaps and bounds.

The year 1927 will be remembered for the G-E Monitor Top Refrigerator which many radio dealers took on as their first addition to radio sets, although it was not until the early 30's washers and refrigerators were added in most stores, and at that time this was the extent of the appliance business. In 1927 the auto radio industry was born in Philadelphia and we installed the first sets in cars.

BOOM AND BUST. The years 1928 and '29 saw tremendous expansion in radio and radio-phonograph sales and price tags of $1,000 were not uncommon for combinations in those days. These were the days when we all made profits and a franchise to sell some lines was like a license to print money. The number of dealers by now was around 25,000 in the U. S., but these were reduced to about one half in the next two years due to the stock market crash, the depression which followed and the failure of many banks. Up until this time credit was no problem, people usually paid cash and dealers paid their bills promptly to get the 2 percent cash discount. Bank financing of retail paper was unknown. During the early 30's finance companies and utilities offered plans to dealers to stimulate the buying of particularly refrigerators and we had the advent of no down payment, and five years to pay for refrigerators which boomed that business even during the depression years. During those early 30's many of the dealers who failed found it easy to get back in business, either with a few hundred dollars or some merchandise on consignment; as manufacturers and distributors eager for someone who knew something about selling their merchandise were glad to get these experienced hands back on their team. In these days twenty-five thousand dollars a year volume was sufficient for a dealer to make a living.

TO THE PRESENT. From 1936 to World War II there were few newcomers to the business so that in 1940 we had just about the 25,000 retailers we had back in 1929.

In 1939 television was first shown at the New York World's Fair and great promises were made for its future, but no one was optimistic enough to predict how really great the business would turn out to be. This brings us to 1941. Production on radio and appliances was stopped as we turned to war production; the government ordered that radio sets should be kept in operation and broadcasting should continue as an essential service for the nation. It was at this time that I went back to the bench and did radio repairs with what service men I could retain and maintained my status as a radio and appliance dealer until the emergency had passed in 1946.

Then followed the days of order taking and easy-sell that attracted thousands of newcomers to our business and at the same time softened up the selling muscles of a lot of old timers who had survived the depression days. The rest of the story is too recent to recall. The advent of TV and the rush of the public to buy; the lush sales of 1950 and the drop when production caught up in '51; but from the old days we can take a few lessons. First, for manufacturers: it seems that those who were in it for competitive reasons alone and who did not make any contribution to the industry are no longer with us. The distributor who failed to serve both the manufacturer and the dealer also found the going rough. As to dealers, it has been my observation that the only ones who have survived are the ones who rendered service and took care of their customers after the sale. There have been some spectacular opportunists, but few have succeeded who did not take care of their customers.

It would seem then, that the necessary ingredients for success in the future of merchandising in our business are—the right product—a pioneering spirit—a selling personality—and the service after the sale. *End*

Arvin Heaters



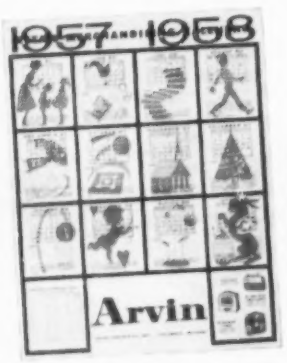
Silver Anniversary
EARLY BIRD DEAL
puts dollars in your pocket
WITH A WHOPPING EXTRA DISCOUNT!

Here's the best offer in 25 years of Arvin Heater leadership—an EARLY BIRD deal that will not only make more sales, but *more profits* on your sales.

To qualify as an EARLY BIRD, you order 10 or more Arvin Heaters—all one model or mixed—*for shipment before September 1st.* Then you're stocked and ready to go when the first cool nights kick off the heater selling season.

And you're "in" for a fat extra discount from your distributor on your entire EARLY BIRD order—a *plus profit* so substantial we want *him* to have the privilege of telling you about it. You're also "in" on these other EARLY BIRD merchandising extras:







FREE
All-New Display Kit

This brand new 4-color flasher display is a powerful eye-catcher and tells a powerful sales story. With it you get a colorful window streamer and 200 envelope stuffers.

FREE
Retail Merchandising Calendar

An invaluable merchandising help that works 12 months of the year for greater sales. Keys the seasons and special gift occasions to timely promotions on Arvin products.

FREE
a $29.95 heater with this Merchantman Display

Arvin's Merchantman Display is a year-'round selling help of solid strength. "Indispensable" say many dealers who use it out of the heater season to display Arvin fans and radios! All metal, with charcoal gray shelves and chrome legs. Order it for $25.00 with your EARLY BIRD deal and receive FREE a Model 5729 that you *sell* for $29.95—so you get back your purchase price, *plus a profit!*



ARVIN NATIONAL ADVERTISING
Saturday Evening Post • Parents Magazine
Farm Journal • Progressive Farmer

Arvin heaters—the best known, best selling line—are also the most strongly advertised in the heater field. Big ads in big circulation magazines—many in full color—pre-sell Arvin heaters to your customers all through the Fall.

Your Early Bird order will be Drop Shipped, FREIGHT PREPAID

10 Models in the 25th Anniversary Line of

Arvin Heaters

NEW!



BLOWS HOT FROM THE START!

Automatic heater with delayed-action thermostat delivers pre-heated air!



HEATS LIKE THE SUN!

No noise, no dirt, no drying out of air! Automatic Glass-Panel model with infra-red radiant heat

MODEL 5739 No chilly drafts while this heater warms up—it blows hot from the start! Delayed-action thermostat holds back the fan until the heating elements are hot. Then, billows of warmth flood the room. When heater goes off, fan keeps running until *all* remaining heat is delivered. Combines fan-forced and radiant heat, with push button control—1320 or 1650 watts, as desired. Safeguard Safety Switch, on-off toe switch, red pilot light. Outstanding beauty, with antique white enamel finish, gold-tone grille, ebony trim. **$39.95**

MODEL 5654 Every object within range absorbs and radiates warmth from the infra-red rays of this superbly functioning luxury heater. Entire glass panel is the heating element—no moving parts. Thermostat turns heat off and on automatically to maintain desired temperature. Red signal light glows when heater is on. 1650-watts. Gunmetal gray enamel, brass trim; self leveling feet. **$54.95**

All Arvin heaters operate on 110/120 volts, 60 cycle AC.
All are listed by Underwriters' Laboratories, Inc., and *guaranteed* for one year.

Sell America's LONGEST and STRONGEST line of automatics

NEW!



Model 5734

Top efficiency, combining fan-forced and "air flow" radiant heat, thermostat controlled. Bermuda bronze enamel finish, chrome grille and trim. Operates either at 1320 or 1650 watts. Signal light; Safeguard Safety Switch. **$34.95**

NEW!



Model 5729

Similar to Model 5734 but 1650 watts only. Safeguard Safety Switch cuts current if heater is upset. Beautiful new turquoise-blue enamel finish, with brass grille and ivory plastic trim, make it a styling standout. **$29.95**



Model 5524

Fan-forced, plus new-type reflected heat from chrome elements wound on porcelain, backed by bright chrome reflector. 1650 watts. Safeguard Switch. Antique white finish, chrome grille, brown trim. **$24.95**



Model 5518

The counterpart of Model 5524 with fan-forced heat only. Fully automatic, of course, 1650 watts, Safeguard Switch. Handsome Bermuda bronze enamel finish with chrome grille and brown trim. **$19.95**



Model 5516

Fan-forced, thermostat controlled heater of handsome modern design. Williamsburg blue enamel finish, chrome grille, white trim. 1320 watts. Safeguard Switch. **$17.95**



Model 5514

Same smart design as Model 5516, without safety switch and with handhold in back. Tan finish with brown trim. Arvin's lowest priced automatic, a genuine value at **$16.95**

Best-selling, fan-forced, non-automatics



Model 5512

Compact heater that equals the heating capacity of many larger models. 1320 watts; on-off switch; two safety guard rails. Handhold in back. Pearl finish, chrome grille, brown trim. **$14.95**



Model 5510

An efficient, fan-forced, portable heater at a price you can promote. 1320 watts. Safety guard rail. Brown finish, pearl grille. A standout value at a rock-bottom price. **$12.95**

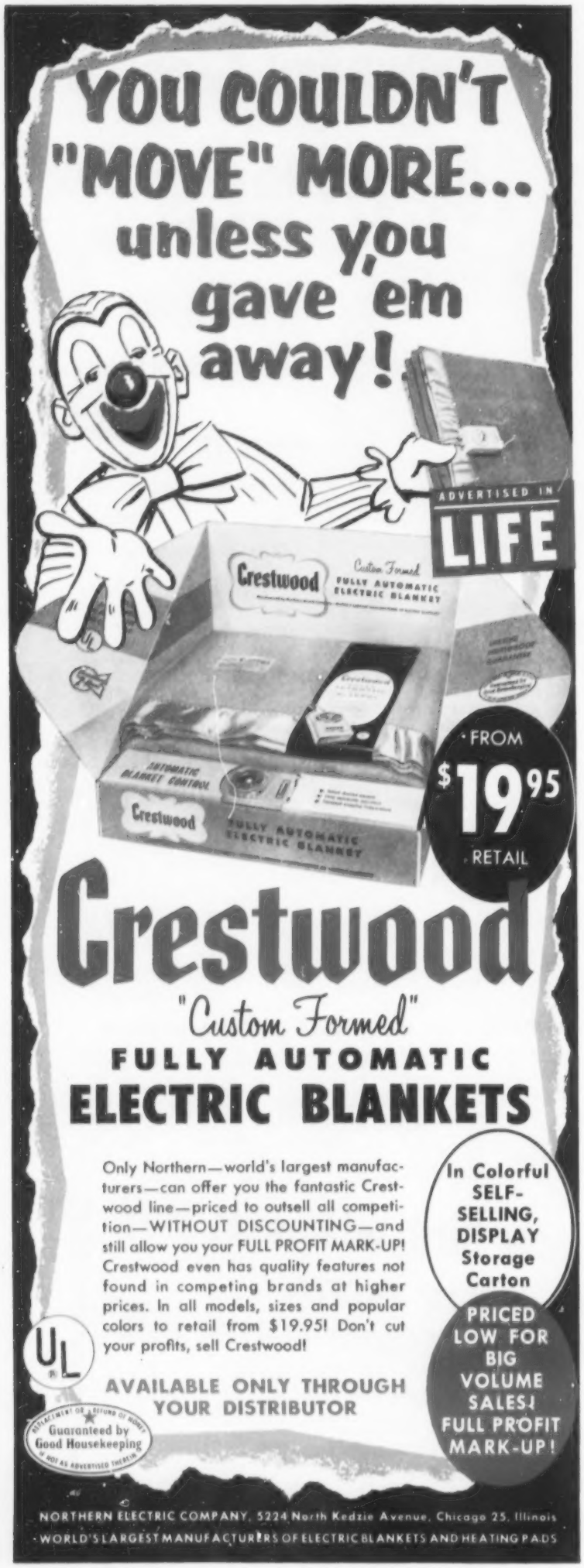
Make your Early Bird selections NOW

EARN BIGGER PROFITS
FROM THE WORLD'S LEADING HEATER LINE

Electronics and Appliances Division,

Arvin INDUSTRIES, Inc., COLUMBUS, INDIANA

Arvin also manufactures Home Radios, Electric Fans, Outdoor Furniture, "Charky" Outdoor Grills, All-Metal Ironing Tables and Car Heaters



ECONOMIC CURRENTS

Farmers Are Back In The Appliance Market

By the McGraw-Hill Dept. of Economics

APPLIANCE dealers will find the farmer a good prospect for appliance sales this year. Farmers are now in better financial shape than they have been since 1951. Last year net farm income rose for the first time since 1951—and the prospects are for another rise this year.

Net farm income in 1956 was $11.8 billion—4% higher than in 1955. And the outlook is for another 4% increase this year. Although cash income from crops is expected to be down slightly this year, this decline will be more than offset by payments from the Soil Bank program.

Part of the reason for the expected increase in farm income is directly tied to the over-all increase in consumer's income. This reached a record high last year and is expected to break that record this year. And with rising consumer incomes, food consumption has gone up. This year, consumers on the average are buying about 4% more food than in 1947-49.

The rising volume of farm exports is another reason for rising farm incomes. By 1955-56 the value of exports amounted to $3.5 billion—and the over-all volume reached a postwar record. And a further increase is expected in 1956-57. Contributing to rising exports are these factors—general prosperity abroad, reduced foreign supplies of some items and expanding government programs for disposal of surplus commodities.

FARMERS CAN PAY OFF. Total farm assets set a new record value in 1956—$170.1 billion as of the first of last year. Although farm debt has also risen, farmers are in debt only to an amount equal to 10% of their assets. This compares with 19% in 1940 and 21% in 1930. And farmers as a group hold enough liquid assets—cash, bank deposits etc.—to pay off all their debts.

With the farmer in such good financial shape, how good a prospect is he for new appliances? The answer is very good. There are some 22 million people living on farms. This is about 13% of the total U. S. population. But it is a great change from 1910 when 35% of our population lived on farms.

FEWER BUT RICHER. The drop in farm population is the continuation of a longtime trend. Just between 1950 and 1955

(*Continued on page 44*)



"PERSONALLY, I PREFER A BOSS WHO RANTS AND RAVES WHEN THINGS ARE SLACK"

Hotpoint Add-On Accessories

Add To Your Range Profits!



Hotpoint Deluxe Automatic Electric Range Model RB 73 featuring:

- Fashion-Front Styling
- Color-Keyed Pushbutton Controls
- Automatic Control of NEW Silver-Grey Oven
- Raisable Thrift Cooker
- "Super-2600" Calrod® Surface Unit
- Quick-Set Circuit Breaker
- Calrod Golden Bake and Broil Units
- Available in 5 Hotpoint Colortones or White

But You Can Add To Your Range Revenue By Making This And Other Hotpoint Deluxe Models As *Super* Deluxe As Your Customers Want!

Here Is Real Flexibility!

You can offer each prospect a Hotpoint Automatic Electric Range with features tailored to their specific needs or pocketbook—an advantage you'll appreciate when a sale hangs in the balance because of budget limitations. Hotpoint Add-On Accessories are optional for most Hotpoint models, thus providing a sales flexibility that helps you sell up to higher profits in easy, gradual steps.

See your Hotpoint Distributor for the full story on the complete and flexible line of Hotpoint Ranges for 1957!

Hotpoint also offers a "Show Window" Oven Door for some models. And there's a Clock-Lamp Combination available for the only two models on which Oven Timing Clock and Fluorescent Lamp are not standard equipment.

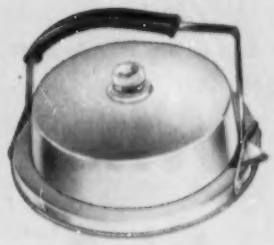
look to **Hotpoint** *for the finest...first!*

LOVE MOTHER ELECTRICAGE

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION

HOTPOINT CO. *(A Division of General Electric Company)* ***5600 West Taylor Street, Chicago 44, Illinois***

Just Add These Super Deluxe Accessories



EXCLUSIVE COFFEE-PERK
Brews 25 cups of coffee
—1½ gallons
—in just 30 minutes.

AUTOMATIC GOLDEN GRIDDLE
—grills and fries with perfect golden brown results every time.

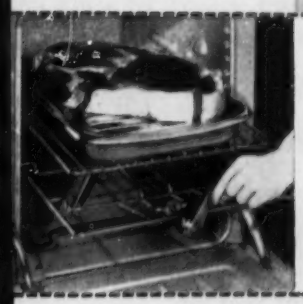




AUTOMATIC GOLDEN FRYER
—seals in flavor, prepares crispier, tastier french fried foods.

HANDI-OVER GRILL
—holds steaks and chops firmly so they can be turned easily and quickly.





HANDI-RAISE BROILER
—lower to broil, raise to sear, without touching the pan or rack.

CUSTOM COOKER-SERVER
—can be used as all-purpose cooking utensil and food server.



A MESSAGE TO AMERICAN INDUSTRY • ONE OF A SERIES

What Research Means to American Business

American industry plans to invest $150 billion in new plant and equipment during the next four years—more than in the five years 1952-1956. It plans to carry out this record investment even though manufacturing capacity has nearly doubled since World War II. These facts are reported in McGraw-Hill's tenth annual survey of Business' Plans for New Plants and Equipment. They contradict many long-established theories about investment in capital goods.

According to the textbooks, a high and rising level of capital investment is generally followed by a decline. The bigger the rise—so the old theory goes—the bigger the decline will be. But, after a decade of high-level investment and an especially strong rise in the past two years, industry now has plans to keep right on with near-record outlays for plant and equipment. Does this mean some new factor has been added, to change the investment cycle?

The New Factor—Research

The latest McGraw-Hill survey points out one new factor which, more than any other, is changing the nature of the investment process. This is the record outlay planned by U.S. corporations for **scientific research and development**—to create new products and develop new industrial processes. The rapid growth of research in industry, and plans for even more remarkable growth in the years ahead, are shown by the accompanying table.

This year industry plans to spend $7 billion on research and development — up 20% from 1956. By 1960 it will spend $9 billion — enough to create a major new industry.

By 1960 manufacturing industry expects sales to be up 26% — with half the increase in products that were not made in 1956.

Growth of Research and Development Expenditures

(Millions of Dollars)

			PLANNED	
	1955	1956	1957	1960
Machinery	408	506	577	704
Electrical Equipment	950	1,149	1,310	1,637
Aircraft and Parts	1,038	1,558	2,274	3,161
Fabricated Metal Products and Ordnance	134	165	174	210
Professional and Scientific Instruments	185	252	300	453
Chemicals	440	498	528	617
Paper, Rubber, Stone, Clay and Glass Products	149	174	196	233
Petroleum Products	171	205	225	277
Other Manufacturing	1,038	1,279	1,388	1,557
Non-manufacturing industries	254	310	347	419
ALL INDUSTRIES	4,767	6,096	7,319	9,269

What Research Is Doing

Here are some examples of how industrial research is opening up new markets, or compelling the modernization of old facilities:

New automatic controls in petroleum refining will raise the quality of gasoline and reduce the time required for production. A new process for recovering oil from depleted wells promises to multiply our potential reserves.

A new process for treating iron ore will permit the ore to be fed directly into steel furnaces—without the need for blast furnaces or coke ovens.

New turbine engines—made possible by the development of heat-resistant alloys for turbine parts—offer greatly increased power for aircraft, ships and automobiles.

Altogether, industry plans to introduce more new products in 1957-1960 than in any previous four-year period. It also plans new processes on a scale that will make much of our present capacity obsolete. These new products and new processes are the secret behind continuing plans for high investment.

One-third of all manufacturing firms are building new plants this year to produce new products, and by 1960 this may account for 10% to 20% of all capital expenditures. At the same time, manufacturing companies report that over half their capital expenditures in the next four years will be for modernization of equipment and introduction of new processes. Thus the preponderant share of new investment will be based on developments growing out of research.

A New Kind of Prosperity

The keen interest of U.S. business firms in scientific research points the way to a new kind of prosperity for our economy—a prosperity based on deliberate creativeness. As long as we can create new products that will offer better value to consumers or cut costs to manufacturing firms, business will continue at a high level—not at fever pitch, perhaps, and it is to be hoped not at an inflationary pitch. But based on a steady stream of new products and processes, we can have a high level of general prosperity that defies the old laws of boom and bust.

It's Not Automatic

Of course, there is no guarantee. New products do not spring up by magic as the medieval alchemists hoped they would. They are found as the result of long and expensive effort in laboratories and pilot plants. This effort requires an increasing number of trained scientists and engineers. In 1957 alone, manufacturing companies report they will need 7% more of these highly trained people in research and development. And by 1960, they will need an additional 15% to carry out planned research programs.

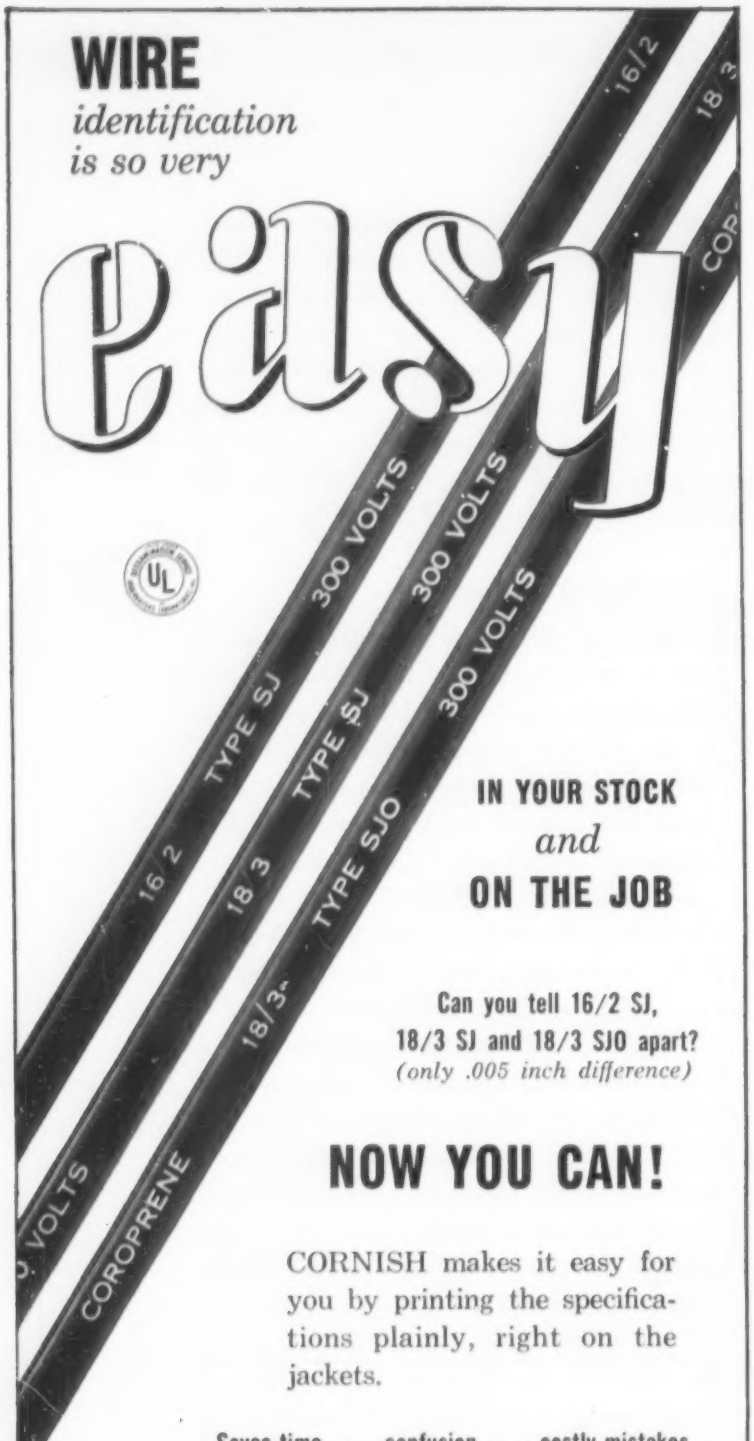
The effort to maintain prosperity — as well as the national defense effort — will depend increasingly on this supply of scientific and technical personnel. But if we can supply the people, industry now has the plans for a research effort that will put an end to the spectre of idle plants and idle workers.

This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nation-wide developments. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or parts of the text.

Donald C. McGraw
PRESIDENT

McGRAW-HILL PUBLISHING COMPANY, INC.

WIRE
identification
is so very
easy



IN YOUR STOCK
and
ON THE JOB

Can you tell 16/2 SJ, 18/3 SJ and 18/3 SJO apart?
(only .005 inch difference)

NOW YOU CAN!

CORNISH makes it easy for you by printing the specifications plainly, right on the jackets.

Saves time . . . . confusion . . . . costly mistakes

BE *Sure* WITH
CORNISH CORDS and CORD SETS

Available in Rubber, Neoprene and Plastic — in COLORS to harmonize. Rugged products that stand up best where the going is ROUGH!

"MADE BY ENGINEERS FOR ENGINEERS"

CORNISH WIRE COMPANY, INC.
50 Church Street — Branches in 15 Leading Cities — New York 7, N. Y.
Creators and Manufacturers of
CORDS AND CORD SETS FOR HOME, FARM AND INDUSTRY

ECONOMIC CURRENTS

CONTINUED

farm population decreased by 3 million. With the great improvements in both equipment and fertilizers, the smaller farms and less efficient ones have not been able to keep up. It takes fewer farmers to produce a much greater quantity of food. The average farm worker now produces enough food, fiber and tobacco for himself and 19 others. Thus the output per man-hour of farm labor has about doubled since 1940.

But in spite of this trend to move away from the farm the farmer still represents a sizeable market to the appliance dealer. And farm families are generally larger than urban families, so that there is a demand for such items as bigger home freezers and refrigerators.

And the farmer is a relatively untapped market. In 1954 (the latest year for which figures are available) only 32% of all farms had freezers. This varies, of course, from one region to another. The smallest number are owned in the south—only 23% of all southern farms own freezers. And the south represents almost 50% of the entire farm population. The greatest number of freezers are presently owned by farmers in the Northeast—46%.

A MARKET FOR TV. As the number of TV stations increases and coverage extends over a wider area, farmers are catching up on ownership of TV sets. In 1956 53% of all farms owned TV sets—a jump of 50% since 1950. But compared with the national average—81% of all homes have TV sets—there is still a long way to go.

With the great progress in rural electrification, almost all farms are now equipped for using appliances. Now close to 95% of all farms have electricity. This is a significant rise over 1950 when little over 78% had electricity. More than 4 million farms have been wired for electricity since 1920. Thus even though less than half the farms have telephones, and only a few more have running water, they do have the facilities for installation of new appliances.

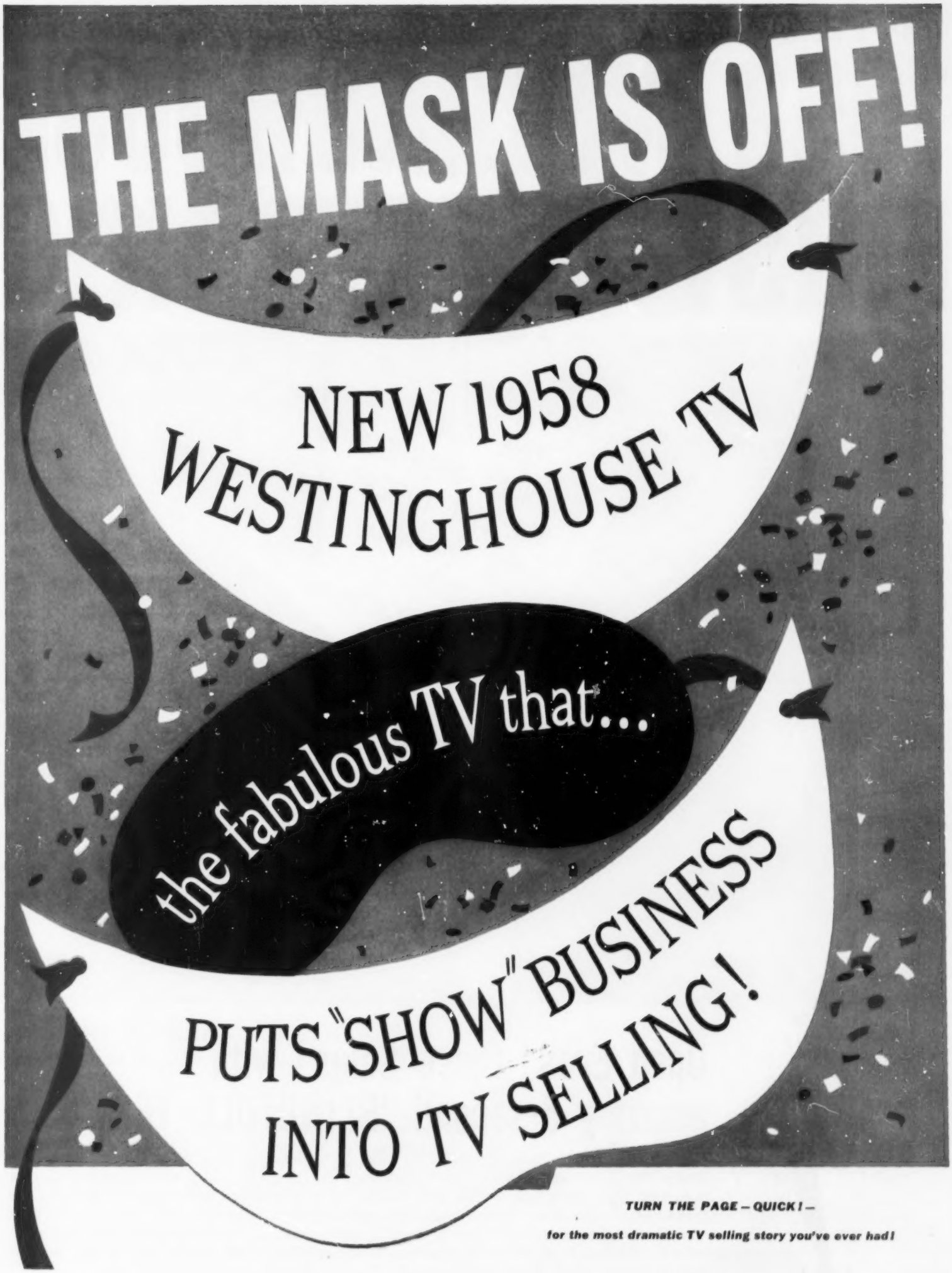
CASH IS AVAILABLE. And even more significantly they also have the cash to buy them. In addition, there are those who could be sold through the use of installment credit. There is a sizeable group of farmers who have not made extensive use of installment credit. Farmers seem least inclined to buy "on time" than any other group of workers. In 1956, only 18% of all farmers had installment debt compared with 45% of all consumers. Thus farmers have not taken advantage of on-the-cuff buying, but this fact presents an inviting market to appliance dealers.

With the financial position of farmers having improved and showing signs of greater improvement this year, prospects for appliance dealers are much better than they have been in several years. Aggressive salesmanship should be the answer to selling this portion of the market which own fewer appliances than any other group.

End

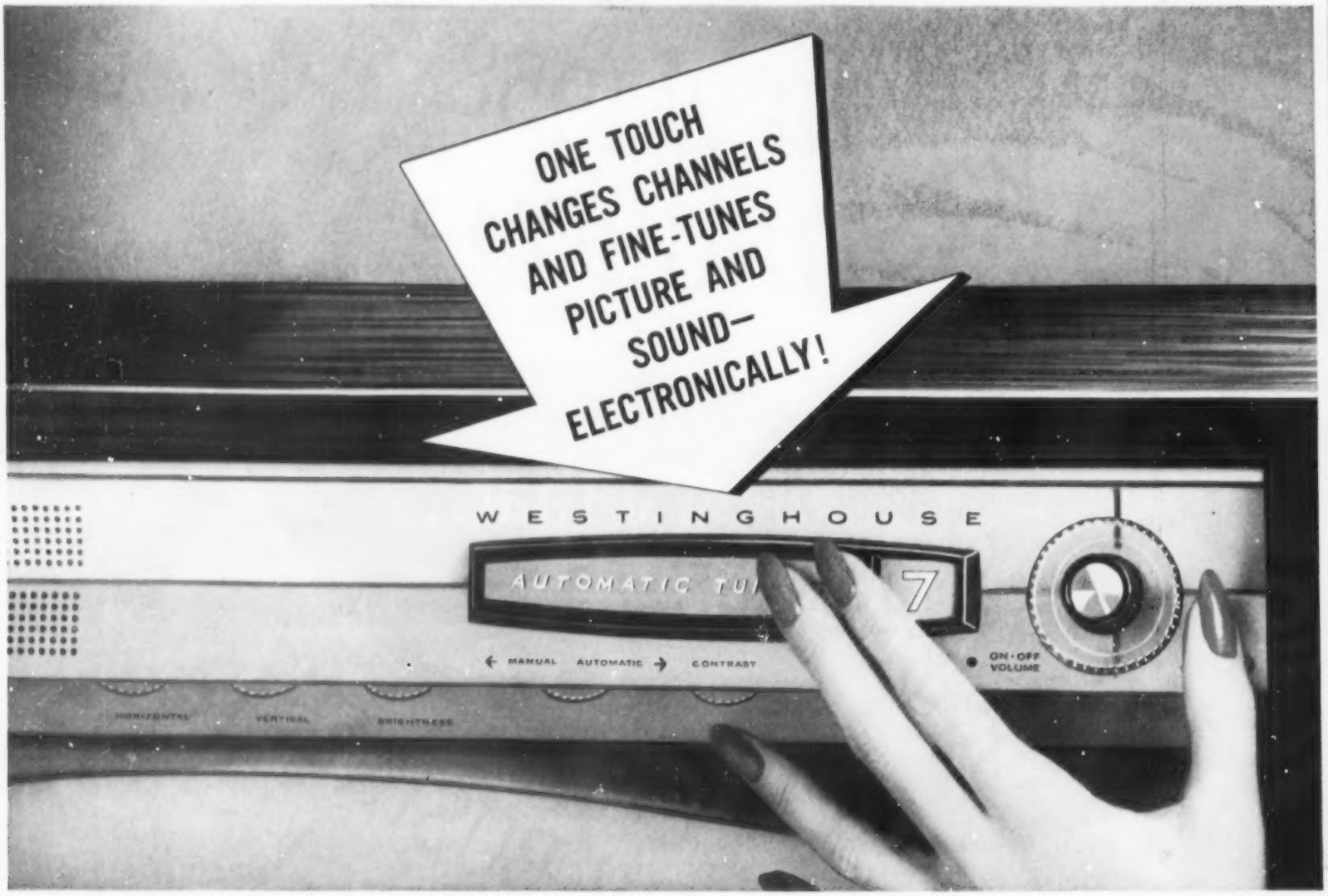


"I FOR ONE AM VERY FOND OF THE SQUARE LOOK."


THE MASK IS OFF!
NEW 1958
WESTINGHOUSE TV
the fabulous TV that....
PUTS "SHOW" BUSINESS
INTO TV SELLING!
TURN THE PAGE – QUICK! –
for the most dramatic TV selling story you've ever had!

There's no business like show business . . . and at last, here's a TV

1958 WESTINGHOUSE FIRST ELECTRONIC





Open Eyes! Close Sales! with amazing 5-second "BLINDFOLD TEST"

Here's all you do: 1958 Westinghouse TV has a dial for "Manual Fine Tuning" to tune out local interference. Switch to it and show customer how ordinary sets get out of focus as you change from channel to channel. Then switch back to "Electronic Tuning," place blindfold on prospect and let him touch the channel selector once, twice—as many times as he wishes. Remove the blindfold and—presto!—there's the channel with picture and sound perfectly tuned! It *proves* there's no more fussing with dials, blurry pictures, fuzzy sound. It *proves* new Westinghouse TV makes all other sets old-fashioned. *You'll find it the most profitable 5 seconds in your selling career!*

feature you can ***SHOW*** *and* ***SELL!***

TV... WORLD'S AUTOMATIC TUNING



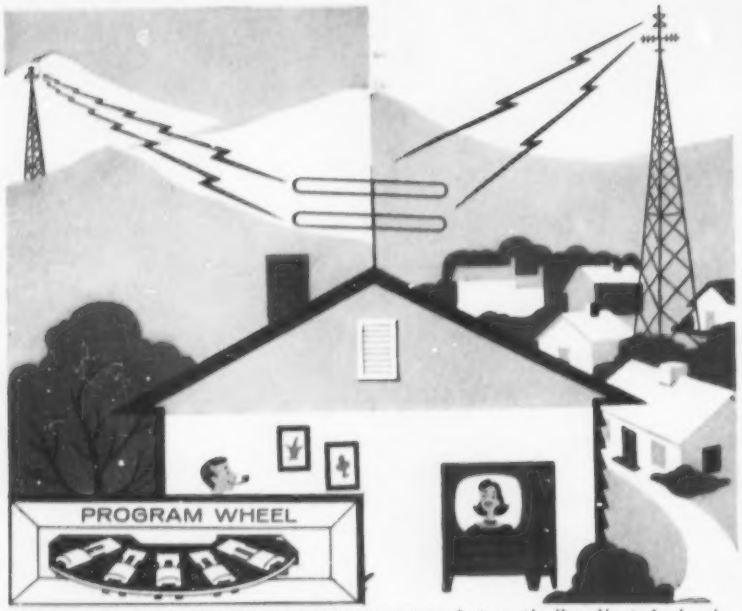
NO MORE TUNING!
New Westinghouse TV does it for you!

For the first time, one touch on the channel selector does everything *electronically!* A touch—and not only do channels change, but both picture and sound come in brilliantly clear! Touch again and again—and channel after channel snaps on, each electronically fine-tuned for sight and sound! And, this amazing Westinghouse TV *stays in tune* too—every moment of the program! No more fussing with dials, blurry pictures or fuzzy sound! It's a feature everyone wants—a feature you can *show* and *sell*—and only Westinghouse TV has it!



First with "Electronic Automatic Tuning"... First with many other big

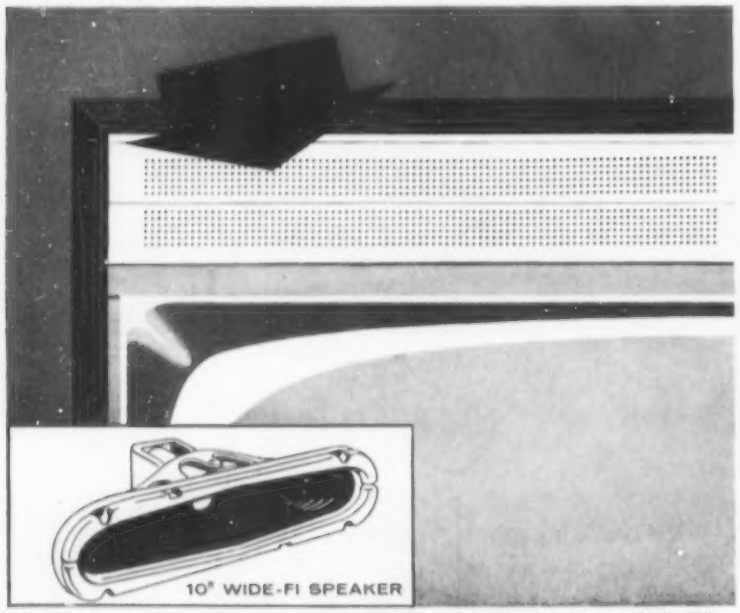
1958 WESTINGHOUSE ADVANCED TV LINE



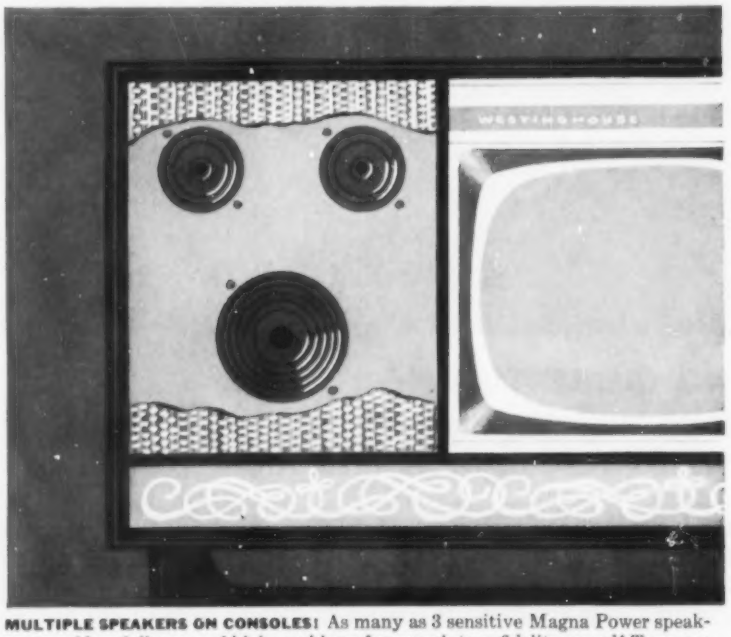
AUTOMATIC LOCAL-DISTANT STATION SELECTOR! Automatically adjusts for local or distant stations! Nearby channels never overload picture. Distant channels come in clearer. Skips unused channels. Owner simply pre-sets "Program Wheel" for each channel once—then forgets it forever!



NEEDLE-SHARP "BROAD BAND" RECEPTION! 1958 Westinghouse TV is built to receive all of the signal sent by the TV station! Actually reproduces *22% more picture detail* than sets without this feature for unbelievably sharp, life-like reception!



"UP-FRONT" SPEAKERS ON TABLE MODELS! Newly developed 10" long "Wide-Fi" horizontal speakers permit front mounting. Gives advanced new Westinghouse Table TV "up-front sound" under natural acoustical conditions for tone unmatched by any other table TV!



MULTIPLE SPEAKERS ON CONSOLES! As many as 3 sensitive Magna Power speakers provide a full range of highs and lows for superb true fidelity sound! Turn one of these sets on and watch your customer react as he hears the *difference!*

There's

features you can ***SHOW*** *and* ***SELL!***

TV IS THE MOST YOU CAN SELL!



FIRST TRUE REMOTE CONTROL! No jumping up to change channels, no wire stretching to set, no batteries! The "Picture Pilot" Remote Control plugs into any AC outlet. And, you don't even have to get up to fine-tune—Electronic Tuning does it for you! Optional accessory.

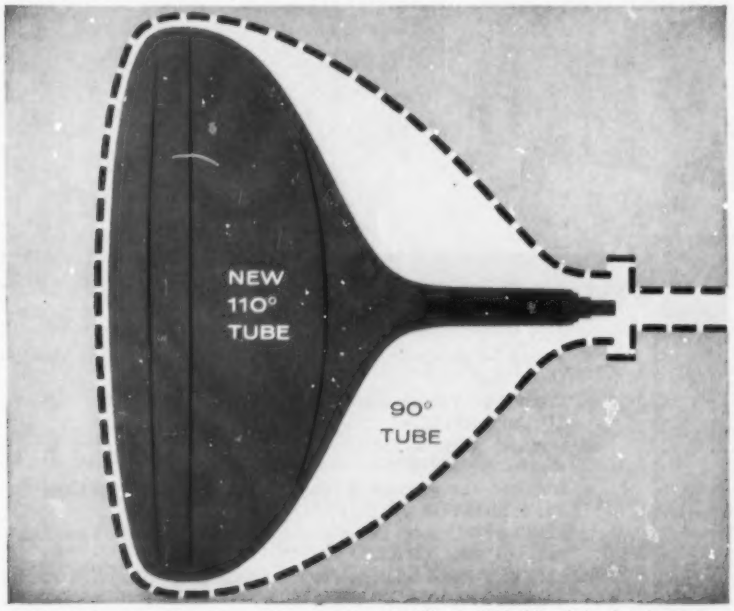
It's the TV of the future—here today! As though Electronic Automatic Tuning wasn't enough, Westinghouse has gone all-out to make these the most advanced TV sets ever built! Here's television completely new—inside and out! Here's viewing pleasure never equaled before! Just look at all the exciting new features—many of them found in no other TV! No wonder you can sell these sets against *any* comer!

One basic chassis throughout the line! No scrimping on the leader models. Every set has the same famous Silver Safeguard Chassis—unsurpassed for performance and dependability in the entire industry.

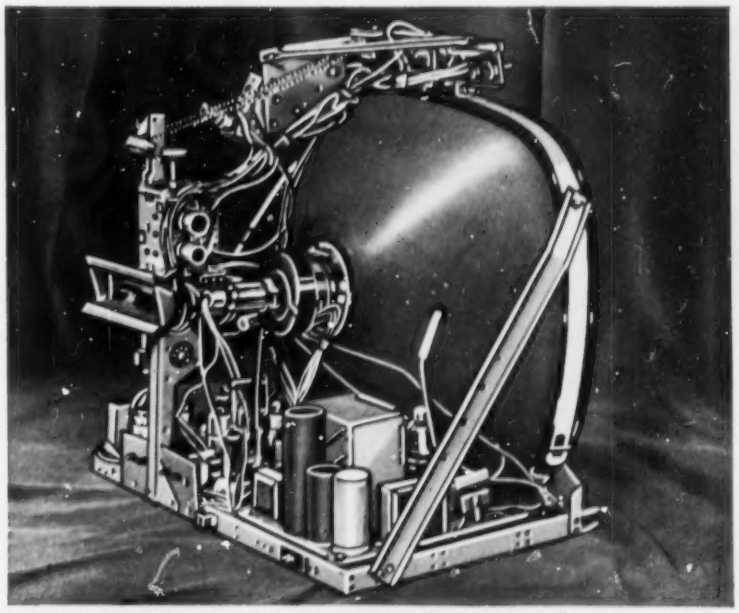
Quality that makes satisfied customers! Each set undergoes rigid quality control inspections from raw material to finished product—the highest standards in the business.

Plus many other selling advantages, too, such as:

- *All Channel UHF-VHF reception available on all models.*
- *Push-Button On-Off Control on all models.*
- *New longer-lasting better-performing Silicon Rectifiers.*
- *Automatic Tube-Saver Circuit lengthens tube life.*



NEW SPACE-SAVING 110° PICTURE TUBES! Brilliant 110° Aluminized tubes cut cabinet depth virtually 25% . . . permit stunning new high-fashion styling that blends tastefully, compactly with any décor . . . in any size room!



TROUBLE-FREE SILVER SAFEGUARD CHASSIS! Over 80% of all components are anchored in a network of gleaming metal. Nothing to loosen, wear out or burn out. Cool *horizontal* design prevents overheating—assures longer tube and set life!

plenty more that meets the eye too! ⟶

Sleek new cabinetry makes this a "SHOW-LINE" too!

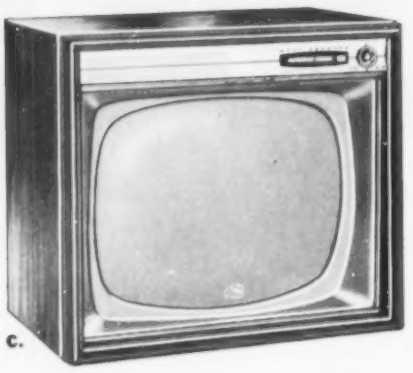
1958 WESTINGHO BREATH-TAKING



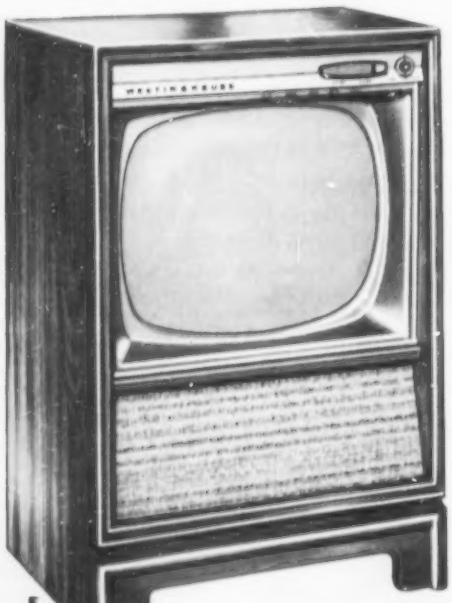
A.



B.



C.



E.



F.



G.



NEW 110° TUBE PORTABLE TV! Smartest of its kind, it comes in vinyl fabrics (17T244) as well as other decorator finishes (17T241). Resists scuffs and stains. Has built-in collapsible antenna, new shallower cabinet with 17-inch over-all diagonal, 155 sq. in. viewable area.



NEW VINYL TEXTURED PORTABLE! Here's another style-leader—and it's priced for extra profits! Scuffproof, stain-resistant. 14-inch over-all diagonal, 105 sq. in. viewable area. In Salt & Pepper or Cerulean Blue vinyl (14T198) —or striking two-tone finishes (14T175).

A. **TUDOR**—Sales-pulling leader table TV in Mahogany or Limed Oak finish. (21T201)

B. **WINDSOR**—Value-packed table TV with Electronic Tuning, 110° tube. (21T218)

C. **NORDIC**—Custom Table TV with Electronic Tuning, 110° tube, slim cabinet. (21T220)

D. **SCANDIA**—Low-priced Horizontal Console with Power Tuning, Push-Button On-Off. (21K214)

E. **REGENCY**—Custom Console with Electronic Tuning, slim cabinet, 110° tube. (21K226)

F. **LENNOX**—Handsome gold-trimmed Console with Electronic Tuning, 110° tube. (21K224)

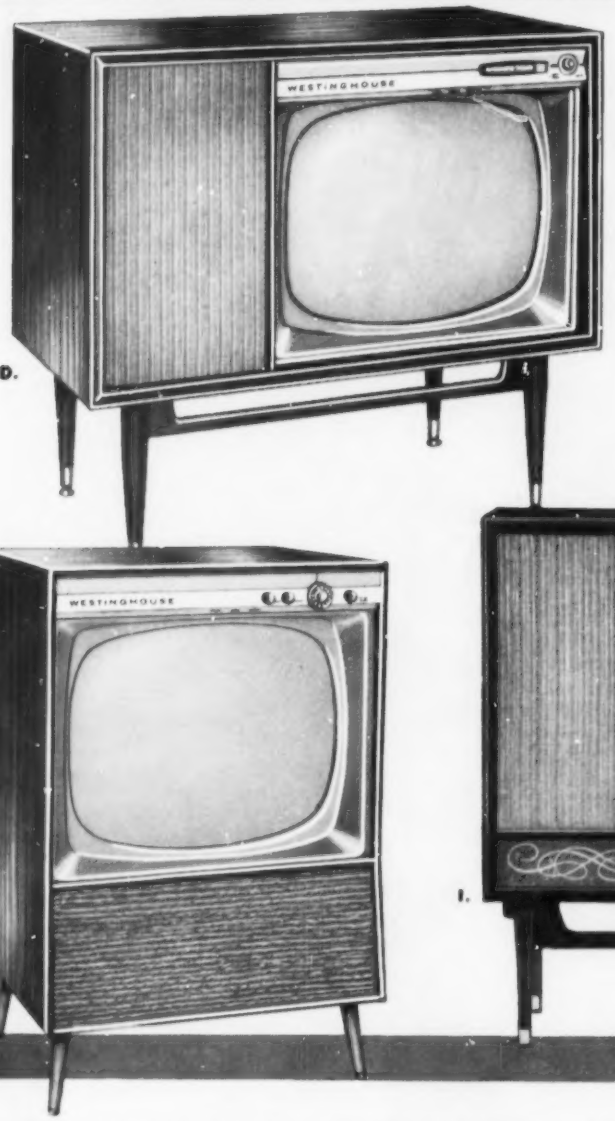
G. **VENETIAN**—Console with Power Tuning, Push-Button On-Off Control. (21K212)

H. **SHEFFIELD**—Striking leader Console in beautiful wood-grain finishes. (21K204)

I. **ATHENS**—Slim dramatic Horizontal Console with Electronic Tuning, 110° tube. (21K228)

All sets have 21-inch over-all diagonal, 262 sq. in. viewable area.

USE TV GIVES YOU *Show Room Styling!*



D.

H.



SAVES SPACE IN HOME AND ON YOUR FLOOR!

SLIM CABINETS WITH 110° TUBES! These brilliant new cabinets are almost a full 25% shallower in depth—save space—look more graceful. Another great new 1958 Westinghouse TV selling-feature you can SHOW and SELL!



I.

STUNNING NEW HIGH-FASHION CABINETS! Never have you seen sets so sleek and slim! No unsightly knobs—only the channel selector bar and on-off control grace the long slender gold escutcheon. New 110° picture tubes make the cabinets almost a full 25% slimmer. And, you'll find glorious new furniture finishes—mahogany, limed oak, walnut—all tastefully accented with new textured fabrics and brushed gold trim!

NEW SHORT LINE—built in only the fastest-moving price brackets! Eliminates inventory headaches and slow-movers—yet gives you a model for every prospect's taste and pocketbook!

BUILT-IN STEP-UPS! Every set has been designed to give you a natural step-up—in *price*, in *features!*

What a product!...and what a promotion! ⟶

1958 WESTINGHOUSE TV

LAUNCHED BY HUGE

ADVERTISING SPECTACULAR

Kicked off by full hour TV extravaganza on "STUDIO ONE!"

followed up by Network TV right through Fall!

Full color spreads and pages in LIFE! POST!

and other top national publications!

Full color pages in Sunday Supplements!

Ad after ad in THIS WEEK, PARADE and FAMILY WEEKLY!

***PLUS** big-space newspaper ads in local markets . . . startling crowd-stopping displays and promotion ideas . . . the biggest co-op program in Westinghouse TV history . . . and plenty more!*

WATCH FOR IT! TIE IN WITH IT! MOVE WITH THE LINE THAT'S ON THE MOVE!

YOU CAN BE SURE...IF IT'S Westinghouse

LIVE BETTER ELECTRICALLY





This store has *greater eye-appeal* with its Pittsburgh Open-Vision Front.

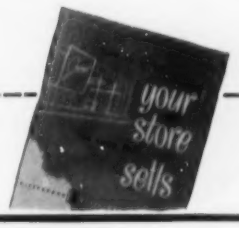
Shown here with satisfied owner
Mr. M. A. Levenstein, *Levenstein's, Greensburg, Indiana*

This good-looking small shop is an excellent example of well-planned store modernization. Here the entire sales floor becomes the show window. Passers-by can easily see much of the merchandise on display from the sidewalk. And the recessed entranceway encourages "window shopping," draws customers right inside.

In this store remodeling job designed by Greensburg Engineering Co. of Greensburg, Indiana, good use was made of several Pittsburgh Plate Glass Products. The large glass areas are Pittsburgh Polished Plate Glass, set in supporting frames of PITTCO® Store Front Metal. The entrance features a HERCULITE® Plate Glass Door and the facia is CARRARA® Structural Glass.

Perhaps the store shown here will give you some ideas on remodeling your own store. If you would like more information—and more examples of Pittsburgh Store Fronts—just send in the convenient coupon. We'll be glad to send you our new store front booklet.

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS · FIBER GLASS
PITTSBURGH PLATE GLASS COMPANY
IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



Pittsburgh Plate Glass Company
Room 7284, 632 Fort Duquesne Blvd.
Pittsburgh 22, Pa.

Please send me a FREE copy of your store front booklet.

Name .....

Address .....

City ..... State .....

to guarantee lasting beauty and Hotpoint



Let Hotpoint's generous use of ALUMINUM give your Refrigerator sales a brighter outlook. Your Hotpoint Distributor has all the facts, including many dramatic sales-clinching demonstrations. See him today!

look to

longer wear
REFRIGERATORS feature more
ALUMINUM!

the difference your customers see is
the difference you can sell!

Here's what Hotpoint's greater use of ALUMINUM means to you and your customers–

1. ALUMINUM **FREEZER LINERS**—with four times the conduction power of steel.
2. ALUMINUM **ICE TRAYS**... faster freezing, assures ample supply of ice cubes—always.
3. ALUMINUM **ICE TRAY SHELVES**...special rack of aluminum assures maximum cold conduction.
4. ALUMINUM **REFRIGERATOR SHELVES**...rod-type, rust-free, aluminum shelves glide in or out, adjust up or down.
5. ALUMINUM **SCUFF PLATES**...extra beauty, extra strength—more proof of Hotpoint's top-to-bottom quality.
6. ALUMINUM **CRISPER TRIM**... beauty and durability—a shining example of Hotpoint Out-Front design.
7. ALUMINUM **DOOR SHELVES**...extra strong, extra deep—put jars, baby bottles, soft drinks at finger tips.
8. ALUMINUM **DAIRY-STOR FRONTS**... with aluminum egg shelf that has removable insert for cleaning ease.
9. ALUMINUM **COLDCOIL SYSTEM**... refrigerates fresh foods at proper humidity, adds beauty and distinction.
10. ALUMINUM **DOOR PANELS**...with brushed finish—emphasizes Hotpoint's greater use of strong, easy-to-clean, beautiful aluminum.

Hotpoint for the finest.....first!

LIVE BETTER ELECTRICALLY

REFRIGERATORS • AIR CONDITIONERS • RANGES • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • CUSTOMLINE • TELEVISION

HOTPOINT CO. *(A Division of General Electric Company)* **5600 West Taylor Street, Chicago 44, Illinois**

NEW! Automatic Heater from General Electric



This will be *the* low-priced heater of the year!

$19.95*

Never before so many fine features in a quality heater at this price!

1 **Faster heat distribution . . .** powerful fan and hidden vanes project *all the heat* from coil fan into the room.

2 **Automatic Thermostat . . .** Just set it and forget it.

3 **Quiet Built-in Fan . . .** Distributes, circulates heat.

4 **Portable . . .** Light, compact, with tuck-away handle.

5 **Mercury Tip-over Switch . . .** Shuts off heater if tipped over.

6 **Stay-cool Cabinet . . .** May be moved while operating.

7 **Modern Design . . .** Beige case with stainless steel grille fits any décor. Rubber feet . . . protects surfaces.

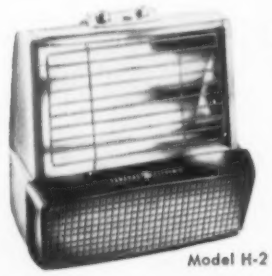
8 **Close-set Safety Grille . . .** Safeguards fingers and clothing.

A top-value heater at every price level!



Popular General Electric
AUTOMATIC HEATER
$24.95*

Large, handsome, with powerful fan-forced heat. Thermostatic control. Turns itself on and off automatically with temperature. Heat cuts off if overturned. Safety grille. Brilliantly styled in turquoise and chrome. 1320 watt heat unit. Complete heating comfort at a moderate price.



De Luxe General Electric
AUTOMATIC HEATER
$37.95*

Two kinds of heat! Penetrating radiant heat . . . comforting fan-forced heat. Two heat settings—1320—1650 watts. Automatic thermostat. Adjustable base. Portable. Mercury safety switch shuts off heater if upset. Signal light glows when heater is on. The ultimate in modern heating.

Ask your Distributor about the sensational "SELL FOR SILVER" promotion!

*Manufacturer's recommended retail or Fair Trade price. General Electric Co., Automatic Blanket and Fan Dept., Bridgeport 2, Conn.

Progress Is Our Most Important Product

GENERAL ELECTRIC

MORE than just another line of batteries

...to cash in on the summer replacement market!





for transistor radios—

Mallory Mercury Batteries

The thousands of miniature transistor portables that will be going outdoors this summer offer a big market for selling Mallory Mercury Batteries. For this is the amazingly powerful but tiny battery, pioneered by Mallory, that helped to make these new radios possible. It's the one battery that supplies the constant power that transistors need. And it gives far longer life, far steadier power, far lower cost per hour.

Recommend Mallory Mercury Batteries in the new transistor sets you're selling, to assure full satisfaction for your customers. And sell them for replacement with full confidence that you're offering the best in performance and value.



for vacuum tube portables—

Mallory Zinc-Carbon Batteries

Unexcelled for service and dependability in conventional portable radios and flashlights, Mallory makes a complete series of Zinc-Carbon Batteries. This line of precision-made batteries incorporates more than 35 years of dry cell engineering and manufacturing experience.

See Your Distributor for information, prices and prompt delivery on the Twin Line of Mallory Mercury Batteries and Mallory Zinc-Carbon Batteries. If your distributor does not carry the Twin Line of Mallory Batteries, write or call Mallory today for the name of the Mallory Distributor nearest to you.

Mallory Battery Company
A Division of
P. R. MALLORY & CO. Inc.
MALLORY
P. R. MALLORY & CO. Inc., INDIANAPOLIS 6, INDIANA

COME ON IN...THE

The time is ripe for APPLIANCE ADVERTISERS to put—or keep—sales pressure on the great Wage-Town market. The vast majority of Wage-Town families are Wage Earner families...and look what's been happening to them:

WAGE-TOWN EARNINGS ARE SOARING...

INCOME GROUP	% WAGE EARNER FAMILIES IN 1952	IN 1957	CHANGE
$5000 & OVER	15.9	36.0	56% GAIN
$3000 & OVER	52.4	84.3	61% GAIN

Today, Wage Earner families are more than half of all non-farm families with incomes over $5000.

WAGE-TOWN SPENDING PLANS ARE LAVISH...

THIS NUMBER OF WAGE EARNER FAMILIES	PLAN TO BUY (IN 12 MONTHS)
2,988,000	A DINETTE SET
2,718,000	AN ELECTRIC WASHING MACHINE
1,272,000	AN ELECTRIC FOOD MIXER
1,097,000	A SEWING MACHINE
973,000	A FOOD FREEZER

And, in soaps, soups and sundries, their purchases will be astronomical in number.

WAGE-TOWN'S POTENTIAL IS ENORMOUS...

62% of all the nation's Discretionary Spending Power ("loose money") is in Wage Earner family hands.

BIG FAMILIES—and Wage Earner families are larger, have more children than others—means greater need for a steady flow of goods and services.

WHEN YOU'RE IN TRUE STORY WOMEN'S GROUP.

THE SERVICE MAGAZINES READ IN WAGE EARNER FAMILIES

True Story
WOMEN'S GROUP

MARKET'S FINE!

There's no better sales strategy than to "put your money where your market is!"

There's no better way to reach the Wage-Town market than in Wage-Town's own magazines, the TRUE STORY WOMEN'S GROUP—(call it TSWG, for short!)

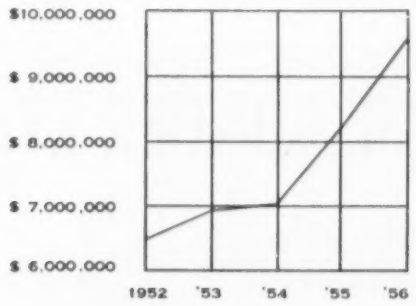
TSWG CIRCULATION IS IMPRESSIVE...

In a huge market like this, numbers count.

TSWG: **6,500,000** CIRCULATION

When you talk total homes reached, you can add over 5,000,000 more for a total of over 12,000,000 homes.

TSWG ADVERTISING REVENUE IS INDICATIVE...



Bellwether advertisers increasingly recognize that TSWG magazines cover all the facets of Wage-Town living as no other magazines can. The result: An ALL TIME HIGH in advertising revenue!

TSWG's AUDIENCE IS VIRTUALLY EXCLUSIVE...

It's a fact. Wage-Town largely rejects traditional "white collar" magazines. For example...

76% of TSWG primary homes are not reached by any or all of the 3 major Women's Service Magazines

70% of TSWG primary homes are not reached by any or all of the 3 major Weeklies or Bi-Weeklies

88% of TSWG primary homes are not reached by any or all of the 3 major Store Magazines

. . YOU'RE IN WAGE-TOWN'S BIG MARKET!

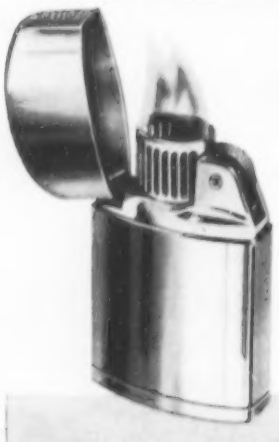
Sources: Report to ABC; Kemp Audience Study; Macfadden Division of Marketing & Research; Wage Earner Forum Reports. (Revenue PIB).

TRUE STORY • TRUE ROMANCE • TRUE EXPERIENCE
TRUE LOVE STORIES • TV RADIO MIRROR • PHOTOPLAY

Test marketed—A proven sure seller!

Your customers try the amazing RONSON "66"





and get a $4.50 RONSON WINDLITE LIGHTER FREE!

BIGGEST SHAVER VOLUME BUILDER EVER!

Here's how it works!

Now — at no extra cost to you or your customers — every Ronson "66" Shaver you order comes with the famous Ronson Windlite in a special 2-in-1 gift package — both at the cost of the shaver alone!

Your customer pays $28.50 for the Ronson 2-in-1 package — and keeps the Windlite just for trying the shaver during the trial period. No fuss about manufacturer "mail-ins". Ronson's bonus offer starts and ends right at the point-of-sale.

Here's a hot promotion that means heavy store traffic and extra shaver volume for you.

National magazine and TV advertising back up this campaign. Don't be caught short. Order big! Order today!

(Retail offer expires Dec. 31, 1957)

Words to the Wise: You can offer a $5.00 shaver trade-in towards the purchase of this great 2-in-1 package. A $33 retail value for only $23.50!



RONSON

maker of the world's greatest lighters and electric shavers

RONSON CORP., NEWARK 2, N. J. TORONTO, ONT. LONDON, ENG.

At last...

the

Power

to make a

Profit...in TV!



Might makes right? You bet it does!

To make money in TV today, it isn't the size of the volume any more.

It's the size of the profit! Per sale, that is.

• • • • •

The great TV strip-tease just can't pay off any more . . .

Power pays off profit-making



A new proud look . . . a new streamlined direction . . . a whole new Du Mont.

You'll like the new Du Mont.

You'll like the idea of a short, quality line with no pressure-buys, no dead-wood. More than anything, you'll like the real profit.

You'll like the wonderful flexibility of an independent line – its total divorce from the problems of other appliances.

You'll like the idea of fewer dealers – each selling more Du Mont – *all* at a real profit.

You'll like our advertising this year, too. It is unquestionably the most provocative television receiver advertising in years.

Yes, you'll like doing business with the new Du Mont.

***Now*– with the New Du Mont you**

to get you a price... *on Every Sale!*

Now... the new Du Mont builds up your profit with the most powerful selling drive since that retailer's nightmare — the great TV strip-tease — first began!

• Du Mont WON'T strip its sets and tease the public with basement prices that don't net enough to pay the light bill.

• Du Mont WILL deliver sets your customers will pay a real-profit price for.

• Du Mont WILL build a fighting campaign to win this real-profit price for you — to win customers for truly smart buying at prices that make sense.

• Du Mont PROFIT-PRICES MAKE SENSE because the sets are clearly worth it. And the ads will prove it! Not *claim* it — prove it.

• Du Mont PROFIT-PRICING MAKES SENSE because Du Mont's far greater value adds years of peak performance — cuts repair headaches for customers, service headaches for retailers.

• Du Mont PROFIT-PRICING MAKES SENSE because Du Mont makes an honest profit worthwhile, worth getting for retailers, worth paying for sensible budget-minded customers.

YES – MIGHT MAKES RIGHT!
The might that Du Mont puts into its power-chassis. The might that Du Mont puts into its shortest... and hottest... line in Du Mont history. The might that Du Mont puts into the most challenging advertising in ten years.

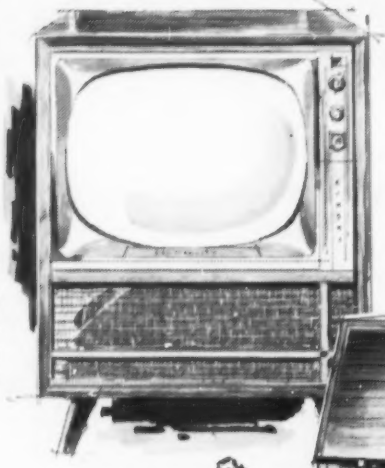
In 1958 – the new Du Mont *might* makes it *right* to sell at real profit prices!

DU MONT®

don't have to discount your way to disaster!



Power pays off...in *with the but*





PALM BEACH 21"*

Dual speakers, Swivel base optional. Genuine limed oak or mahogany veneers and solids.

SHERWOOD 24"*

4 matched speakers. DuMatic power tuning. Casters. Genuine mahogany veneer and solids.





WESTMINSTER 21"*

DuMatic power tuning. AM/FM radio. 4 speed Garrard, world's finest record changer. Diamond stylii. Bass and treble controls. Separate pre-amp. 40 watts peak output. 20-20,000 cps. 4 speakers. Exclusive Dynacoustic bass-reflex sound chamber. Auxiliary input jack. 45 rpm adaptor. Storage space for 50 LP records. Magnificent Traditional design wed to genuine mahogany.

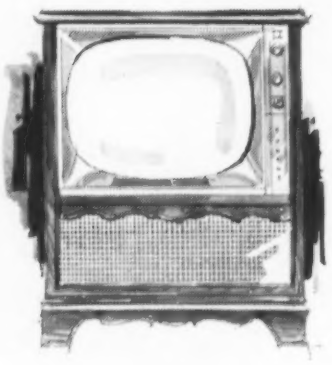


NEWPORT 24"*

Dual speakers. Genuine walnut or limed oak veneers and solids.

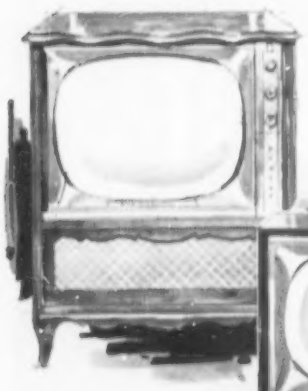
DuMont

Collector Series in Contemporary, Provincial, Traditional and Modern Styling.



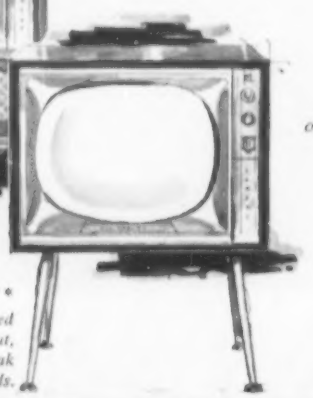
REVERE 21"*

Authentic Early American wed to maple veneer and solids. Dual speakers. Casters.



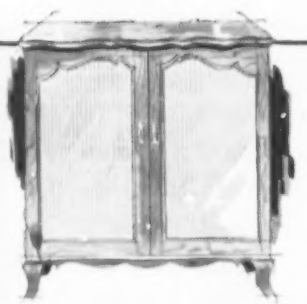
RIVIERA 21"*

Dual speakers. French Provincial married to genuine fruitwood veneer and solids.



CHATHAM 21"*

6" full range speaker. Tapered legs. Genuine walnut, mahogany or limed oak veneers and solids.



CHARLESTON

Genuine mahogany, limed oak or fruitwood veneers and solids. Components same as Governor Winthrop.

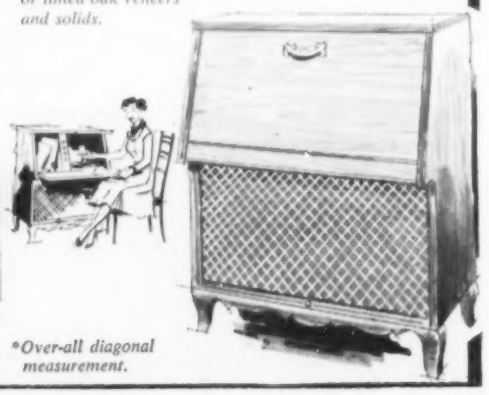
RIDGEWOOD 24"*

Dual speakers. Casters. DuMatic power tuning. Genuine mahogany veneer and solids.



GOVERNOR WINTHROP

Ingenious desk design. AM/FM radio, 4 speed Garrard, world's finest record changer. Diamond stylii. Separate pre-amp. 40 watt peak output. Bass-reflex sound chamber. 4 matched speakers. External speaker plug. Genuine mahogany, fruitwood, or limed oak veneers and solids.



**Over-all diagonal measurement.*

the new Du Mont for '58

proud, costly look... powerful, cost-free performance!

New! Designs wed to the wood! Exclusively Du Mont – impressively Du Mont! An elegance of taste, a costly magnificence, another demonstration of the pride that makes Du Mont – and Du Mont prices so attractive.

Every design in the Du Mont Collector Series is inspired by the wood in which it is created. And every wood mood and character is expressed in a design exactly suited to it.

Thus, Early American designs are simply and appropriately expressed in genuine maple veneers; authentic Provincial decors wed to fruitwoods; Traditional or Period designs in mahogany; and Contemporary or Modern styling happily married to walnut or limed oak.

These Du Mont instruments are all made of solid woods and genuine veneers – attested to and certified by the Mahogany Association, Hardwoods Association and Walnut Association.

New! Advanced electronic fine tuning – exclusively Du Mont – excitingly Du Mont! As exact, as wondrously satisfying as this magic science of electronics can produce.

New! Slenderset picture tube – with *edge-to-edge sharp focus.* New short-neck tube gives this elegant new Du Mont decor a modish, modern slimness and trimness – *4" slimmer than last year!*

New! The heartening news to confused customers that Du Mont retains integrity for their benefit. For the Du Mont Collector Series is made up of the only sensibly priced instruments that protect the customers' *continued* enjoyment, their economy-minded budget with such costly assets as

- **Power transformer**
- **9 Microvolt Sensitivity**
- **Front Fringe Lock Control**
- **Advanced Du Matic Power Tuning**
- **"Spec-rated" Circuitry**
- **Electronic Fine Tuning**
- **High Fidelity Sound**
- **Tone Control**
- **Phono-Jack**
- **30 Tube Functions**
- **Long-Life Extras**

VERSAILLES 21"*
Provincial low boy wed to genuine fruitwood veneer and solids. Dual speakers. DuMatic power tuning.



Wed-to-the-Wood Styling

DU MONT®

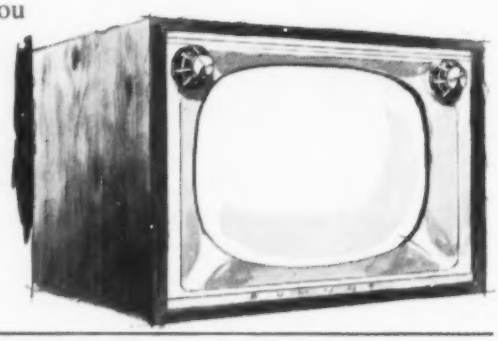
Du Mont Power-Packed *Playboy* Series...

SUMMIT 21"*
New short neck 110° aluminized tube. Top Flite Tuning. Sensomatic tuner. Transformer powered. 25 tube functions. Local-distance stabilizer switch. Mahogany grain or limed oak grain finish.



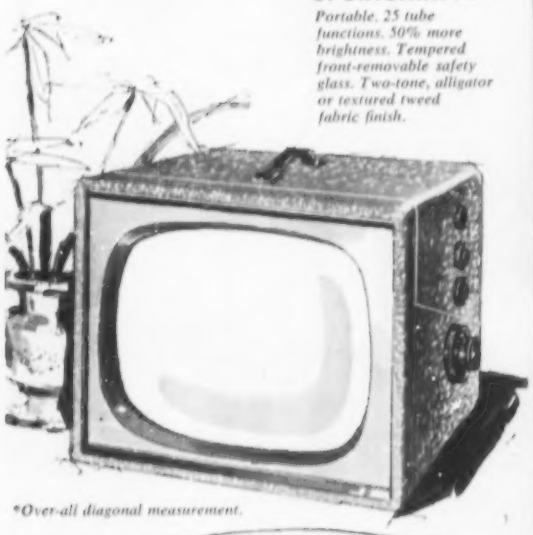
You'll find Du Mont quality reflected in the price-leading Playboy TV and Hi-Fi series, too. More value — dollar for dollar — gives you more reasons to sell up to a real profit.

BRISTOL 17"*
New short neck 110° aluminized tube. Top Flite Tuning. Sensomatic tuner. Transformer powered. 25 tube functions. Local-distance stabilizer switch. Mahogany grain or limed oak grain finish.



Playboy Series—Television

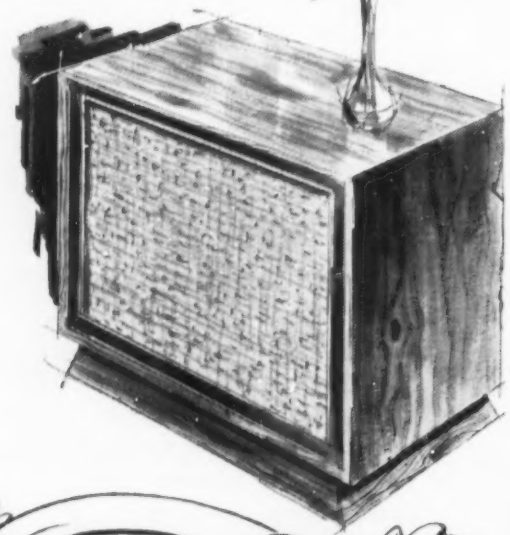
SPORTSMAN 14"*
Portable. 25 tube functions. 50% more brightness. Tempered front-removable safety glass. Two-tone, alligator or textured tweed fabric finish.

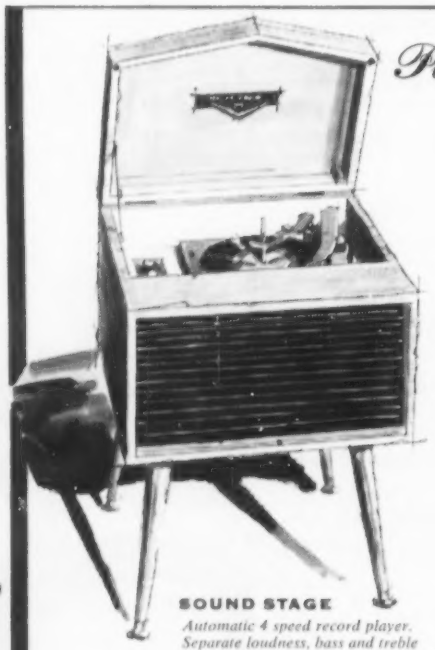


*Over-all diagonal measurement.

Playboy Series—Hi-Fi

NEW YORKER
Automatic 4 speed record player. 45 rpm adaptor. Separate loudness, bass and treble controls. Extended range woofer and tweeter speakers. Mahogany, limed oak or walnut veneered all wood cabinets.





SOUND STAGE
Automatic 4 speed record player. Separate loudness, bass and treble controls. Extended range woofer and tweeter speakers. All wood cabinet in mahogany or limed oak finish.

you want
REAL PROFIT?
you want
Du Mont!
you want to call your
Du Mont distributor now!



Here's why...you can make more money...selling

BEN-HUR

America's Finest Freezer

BIG selection

most complete line of freezers in the industry

BIG performance

fewer service calls . . . fewer service requirements

BIG quality

every freezer must pass famous R.O.P. record-of-performance tests before shipment . . . most rigid test in the industry

BIG styling

excitingly beautiful . . . styled by world famous Brooks Stevens

BIG features

Flex-Flo Cover . . . Chariot Glow Warning Light . . . Desert Dri Construction . . . Safety Cold Control . . . many others

BIG promotion

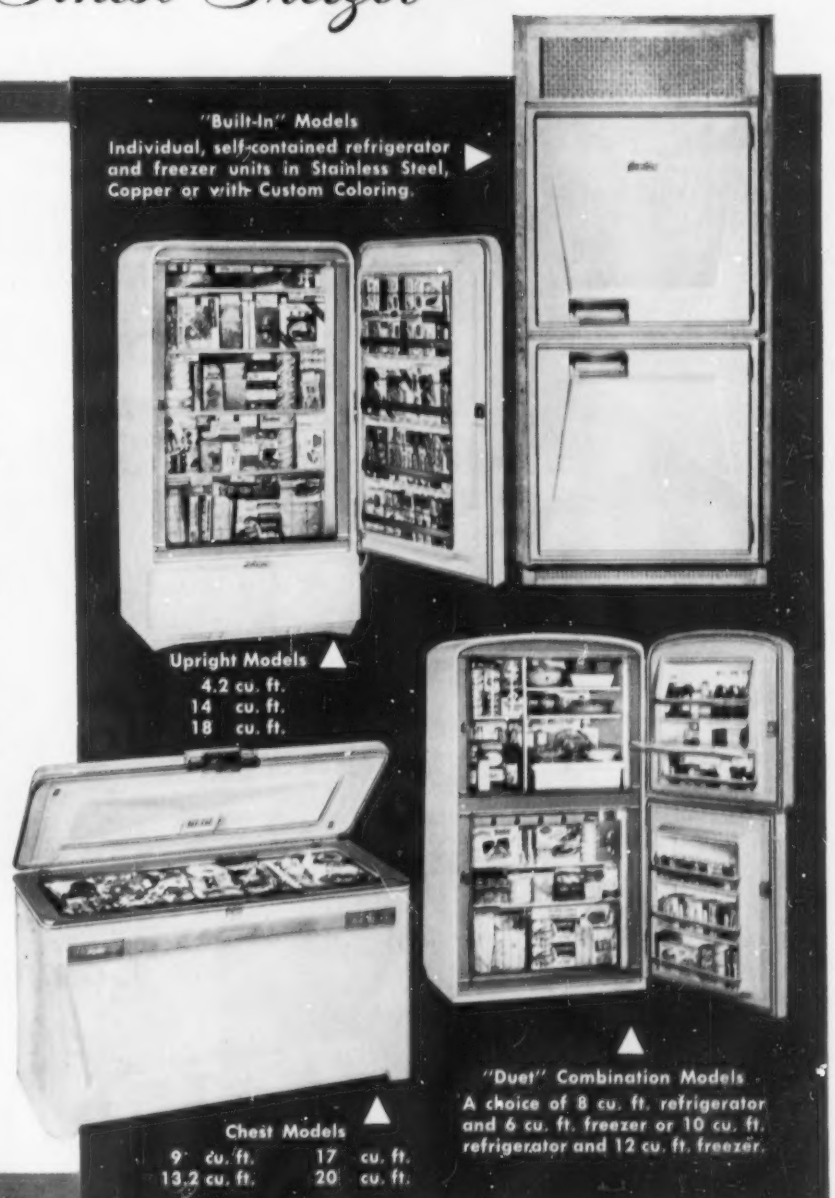
two-color Ben-Hur advertisements will appear in 12 leading National Consumer and Farm Magazines . . . plus tested, proven local promotions

BIG sales

Ben-Hur is now America's Fastest Selling Freezer

BIG profits

priced right for real profits for you



Largest Exclusive Manufacturer of Farm and Home Freezers

BEN HUR

"THE TRADE NAME OF SATISFACTION"

AND NOW

You Can Visit Us Anytime . . . and Inspect the Complete Line of Ben-Hur Freezers . . . at Space 11-114 Merchandise Mart, Chicago

tear out and mail today!

BEN-HUR MANUFACTURING CO.
Dept. L, 634 E. Keefe Ave.
Milwaukee 12, Wisconsin

I want to make more money selling freezers . . . send complete details.

Name.....

Firm.....

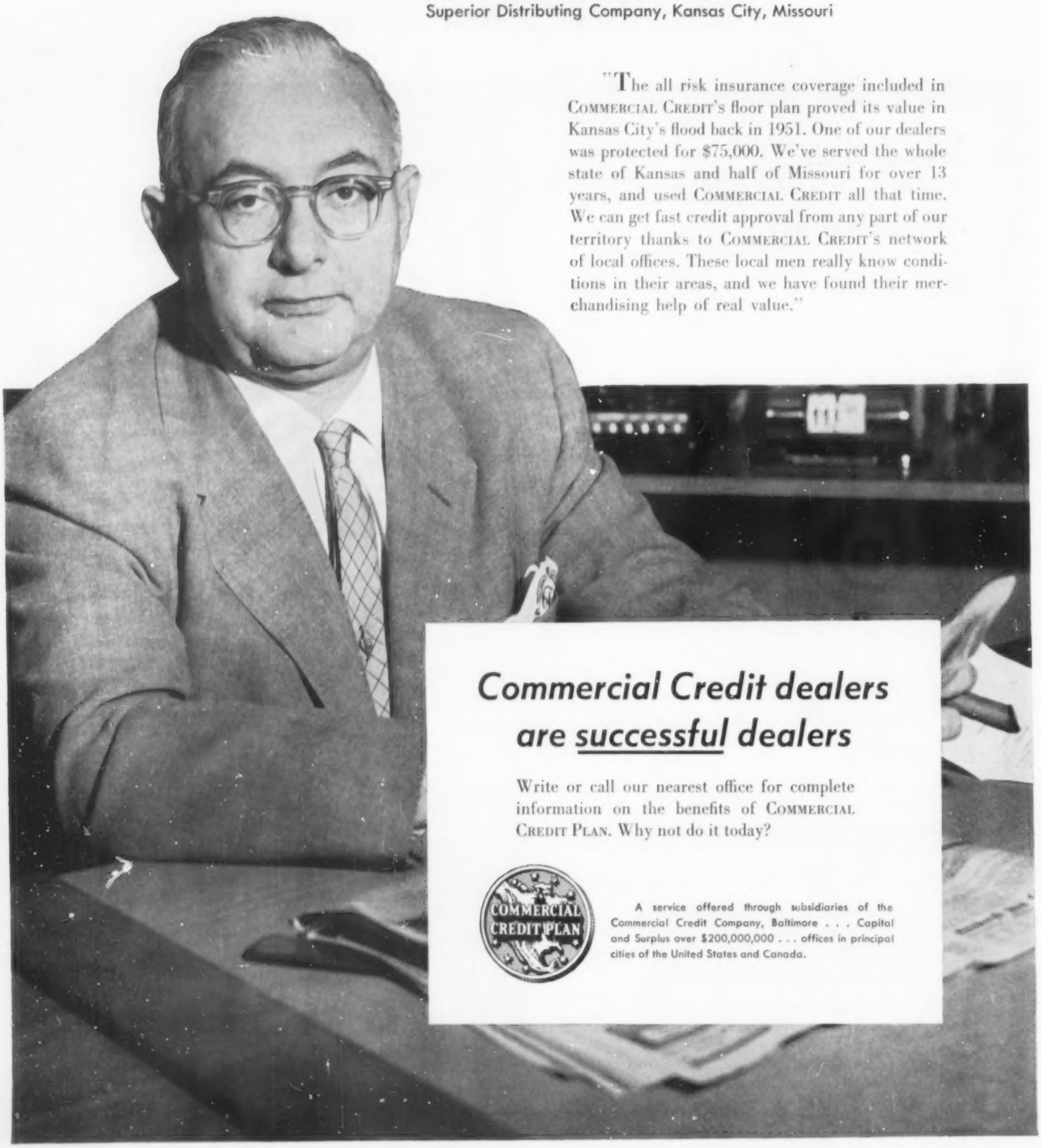
Address.....

City..... Zone..... State.....

"...proved its value in Kansas City's flood"

says **HARRY C. FEINGOLD**, President,
Superior Distributing Company, Kansas City, Missouri

"The all risk insurance coverage included in COMMERCIAL CREDIT's floor plan proved its value in Kansas City's flood back in 1951. One of our dealers was protected for $75,000. We've served the whole state of Kansas and half of Missouri for over 13 years, and used COMMERCIAL CREDIT all that time. We can get fast credit approval from any part of our territory thanks to COMMERCIAL CREDIT's network of local offices. These local men really know conditions in their areas, and we have found their merchandising help of real value."



Commercial Credit dealers are successful dealers

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?

COMMERCIAL CREDIT PLAN

A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over $200,000,000 . . . offices in principal cities of the United States and Canada.

Electrical
Merchandising

VOL. 89 NO. 7



TO CELEBRATE ITS

FIFTIETH ANNIVERSARY

Electrical Merchandising

TAKES A LONG LOOK BACK

AND A SWEEPING LOOK AHEAD

AND CONCLUDES THAT AS FAR

AS PRODUCT AND DISTRIBUTION

ARE CONCERNED, THE

Biggest Changes Are Still Ahead

By TED WEBER, Jr.

STORY STARTS ON NEXT PAGE

AFTER 50 YEARS:

The Biggest Changes Are Still Ahead

CONTINUED

WITHIN 10 years the appliance-radio-TV industry's volume will have climbed to almost $15 billion annually, a jump of more than 75 percent over last year's figure of $8.4 billion.

This volume of business will cover a vast variety of goods, many of them almost unknown at the present moment.

These products will be delivered to a vastly bigger, wealthier market.

And they will be distributed by a marketing system which may well have a drastically different form than the industry knows today.

Predictions like this involve no black magic, no witchcraft. They are built upon two foundations:

(1) The fact that the general shape the American economy will take in the next 10 years is generally agreed upon. It remains only to fit the appliance-radio-TV industry into this general outline.

(2) The fact that this industry has always in the past developed on an evolutionary rather than a revolutionary pattern. This may be a difficult concession to make. To the individual immersed in day to day problems new developments seem to come with startling speed. Yet no matter how carefully one examines what has happened in the industry in the past 50 years, the conclusion is inescapable that few developments have been really revolutionary and even fewer could not be foreseen at least 10 years ahead of their actual impact.

Given these two premises–the general shape of the economy and the evolutionary nature of the appliance-radio-TV industry–it is possible to come up with a relatively specific picture of what tomorrow will be like.

This does not imply that any timetable can be established in advance. The industry has learned on many occasions that it's impossible to foresee precisely how and when a product will achieve commercial acceptance. The advent of television is a good example. The product had been shown well before the war and no one seriously doubted its appeal to the public. Yet the speed with which it grew once the commercial market had been opened surprised everyone within the industry. Certainly few advance timetables would have done justice to the almost overnight acceptance of the product. Nevertheless, the fact remains that the forecaster of 1940 would certainly have made allowances for TV in the picture of the industry he was predicting for 1950 or 1955.

That's why today's forecaster knows full well that he must make allowances for new raw materials, for new sources of energy, and for sociological changes which may have a profound effect on the market he is to serve ten years hence. In so doing the details of his forecast may be in error but the general shape of it should be reasonably accurate.

Thus it is that we can predict with some degree of certainty that:

(1) The economy as a whole will show tremendous growth over the next 10 to 15 years. There will be startling increases in overall population, in the number of households, in gross national product and in consumer disposable income.

(2) These changes will produce more than economic results. They will also stimulate rather drastic sociological changes.

(3) There will be startling product changes in the merchandise handled by the appliance-radio-TV dealer. Probably the most "revolutionary" of these will be in appliances–the vast transformation of appliances as we know them today into new forms is already apparent. But there will also be important product innovations in radio, television and electric housewares.

(4) The distribution revolution will continue. The role assigned the retailer seems destined for drastic revision and the whole shape of distribution at the wholesale level may be changed. For the appliance retailer, however, the most significant expectation is that almost everyone agrees that he will survive–and even prosper–in the world of tomorrow.

It is difficult to categorize forecasts into groupings like this since each almost inevitably produces a corresponding effect on the others. Nevertheless, such a grouping is a useful tool in an orderly approach to the world of tomorrow. These four developments will, therefore, serve as the basis for ELECTRICAL MERCHANDISING's look into the future.

The Growth of the Economy

Drawing a picture of tomorrow's market is a much more complicated task than simply projecting today's known quantities.

Such projections, unfortunately, are only the beginning. (For such a beginning see Table 1). Once they have been made the inter-workings of each on the other must be calculated since a change in one can produce important corresponding changes in another.

Take population, for example. We can reasonably expect an increase of about 38 million in the next 13 years. But it's obvious that the population distribution as far as age groups is concerned will not remain static. With a growing life expectancy, the numbers in the over 65 category will grow. So too will the younger people. Thus the gain in population of working age will be considerably smaller than the overall increase. And even this figure will be subject to still further modification. Indications now are that more and more young people will go to college (a highly desirable development for an economy which promises to become more and more complex). This cuts down further yet on the working force. Sociological changes (such as the shorter work week) will exhibit a restraining influence on the number of hours worked by the available labor force. Thus the growth of the population as a whole, the population of working age, the working population, and the hours worked by that population will each grow at a different speed. That's why there is no single magic number which, when applied to today's statistics will provide an accurate portrait of tomorrow's market.

STATISTICS TELL TOMORROW'S STORY:

A Bigger, Richer Market

	Population	New Nonfarm Dwelling Units	House-holds	Gross National Product	Consumer Disposable Income
	Million	Thousand	Million	Billion 1956 Dollars	Billion 1956 Dollars
1950	151.7	1,396.0	44.4	329 9	232.9
1951	154.4	1,091.3	45.3	354.2	236.5
1952	157.0	1,127.0	46.1	366.6	242.7
1953	159.6	1,103.8	46.7	381.6	254.0
1954	162.4	1,220.4	47.4	374.6	257.2
1955	165.3	1,328.9	48.5	401.7	274.4
1956	168.1	1,118.1	49.6	412.4	286.6
Forecast					
1957	171.0	1,000	50.7	424.0	294.0
1958	173.8	1,100	51.9	432.0	300.0
1959	176.6	1,200	53.1	446.0	310.0
1960	179.4	1,275	54.4	466.0	325.0
1965	193.3	1,400	61.3	560.0	390.0
1970	209.4	1,600	68.8	671.0	474.0



"There is a renewed consciousness of the family as a unit . . . with a conscious effort to make the home more secure and pleasant in the face of increased tensions in the world at large."

But the statistics we do possess, studied one at a time, can provide a good guide to what may happen. Here's how they shape up:

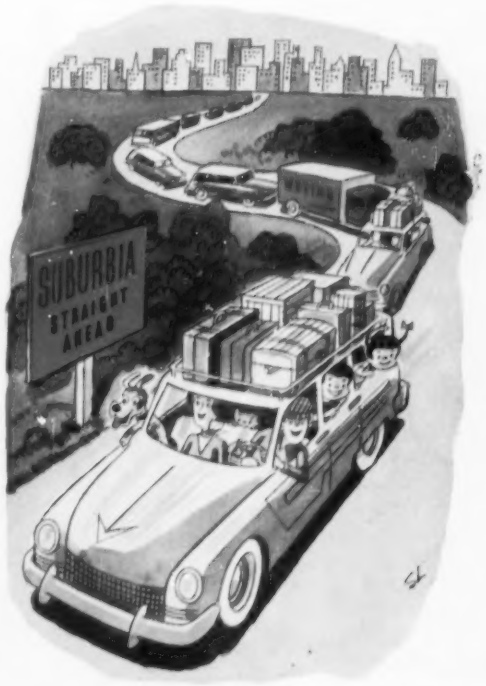
Population. By now, almost everyone is aware that our population is growing rapidly —so rapidly that it is probably the most significant development to be taken into consideration in talking about the future.

Unfortunately, the study of population is not an exact science—as post-war experience has proved. In 1946, demographic experts predicted that our population would climb to 153 million by 1960, a figure actually reached as early as 1951. Today, population has climbed to 170 million, 5.5 million higher than the 1946 projection had estimated for 1990. Our population is growing at the rate of five per minute and today's forecasts call for a 1970 population of nearly 210 million.

The fundamental error in the 1946 forecast was the assumption that the low birth rates of the 1930's were normal and that the high level of births in the early 40's were (as had happened before) a wartime phenomenon. Now it appears obvious that the 30's have become the exception and that higher birth rates will continue.

Today's population increase has taken place in the face of the fact that the family formation rate in recent years has been lagging behind 1947. (This is one result of the low birth rates during the 30's.) This paradox is explained to a great extent by the fact that people today seem dedicated to having larger families. In a recent speech Arno Johnson, vice-president of the J. Walter Thompson Co., pointed out that while births increased only 66 percent between 1940 and 1956, births of second children jumped 105 percent, third children by 125 percent and fourth children by 110 percent.

A population gain quite naturally indicates an increase in the number of households. Since 1948 households have risen 16 percent (from 42.4 to 49.6 million in 1956) and experts think that by 1965 there will be 61.3 million such units. In 1970 this figure will have climbed to 68.8 million, a gain of 39 percent over today's figures.



"A very real result of this 'family directedness' is a tremendous movement to the suburbs."

People: Their Homes. In 1950 about 5.6 percent of couples did not maintain their own home, *Printer's Ink* pointed out recently, but by 1956 this had fallen to 3.3 percent. Thus, although the number of couples increased by 2.2 million during that period, only 1.3 million did not maintain their own home in 1956 as compared to two million in 1950. The magazine predicts that by 1965 only one million couples will not maintain their own home although the number of couples will have increased sharply.

Since 1940 home ownership has doubled.

Factors other than population gain enter into the expected demand for new housing. Replacement of existing dwellings (today half are over 30 years old and almost two-thirds are over 20) is one. In 1950 almost three million non-farm homes were in a dilapidated condition and another seven million did not have a private bath or toilet.

Still another factor affecting the home-building market is the mobility of today's population. About one of every five families moves each year and (as pointed out elsewhere in this issue) this had resuled in marked changes in regional growth patterns. In the future, too, ownership of a second home may well be a significant demand factor in the housing field. And in the future, even as today, the trend to the suburbs will help sustain the demand for new housing.

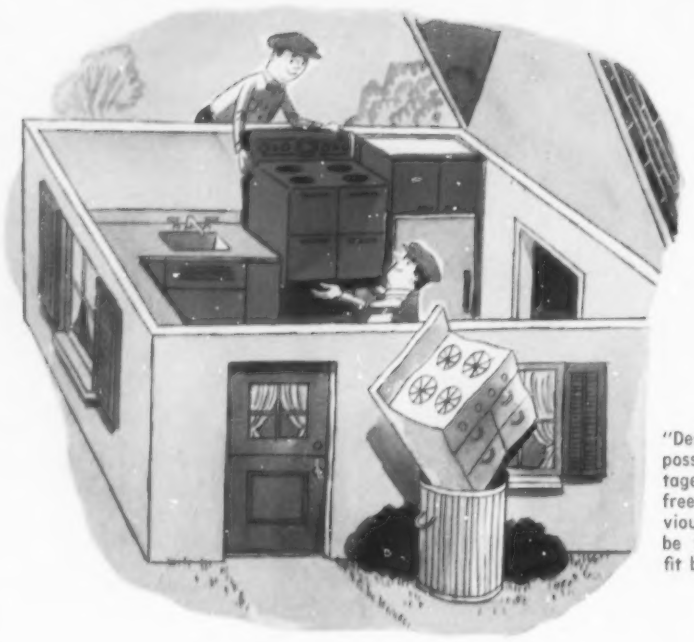
Out of the City. Better than eighty percent of the country's population growth since 1950 has taken place in suburban sections of metropolitan areas. The general population has grown by nine percent in that period while central cities over 50,000 grew only five percent and areas outside metropolitan

MORE ▸

AFTER 50 YEARS:

The Biggest Changes Are Still Ahead

CONTINUED



"Designers now think it may be possible to marry the advantages of the built-in and the free-standing appliance. An obvious step in this direction would be to get the free-standing to fit better."

markets gained only 0.5 percent. The suburban areas, in the meantime, gained 34 percent. It's estimated that one out of every four persons now lives in the suburbs.

Obviously, here again the growth of our population has been a key factor in a new social development—suburban living. But there are other reasons behind this trend. In a booklet published last year researchers for Batten, Barton, Durstine & Osborn list these factors: the high marriage rate of the postwar years, new family formation, increased family size, desire for "living room", the housing shortage, use of the automobile and development of rapid transit systems.

The trend to suburban living has important implications for the appliance industry. As *Fortune* pointed out some time ago the suburban family has a higher income than other groups and the rate of home ownership is significantly higher than in other areas (75 percent in suburbs as against 41 percent in metropolitan areas and 60 percent in the rest of the country.)

People: No More Poor. All that has been said thus far about population growth assumes true proportions only when examined in the light of the "income revolution" America has been undergoing. Present day projections, for example, indicate that by 1970 serious poverty as a broad social problem will have been nearly eliminated. Today there are less than half as many families earning under $2000 a year as there were in 1935 and families in this group have been increasing their purchasing power by 4.5 percent a year.

Of more importance to the appliance industry, there has been a simultaneous growth in the middle incomes.

Average family income after taxes increased by 24 percent between 1941 and 1953. Thus the average family in 1953 could afford to buy about five items of consumption for every four it could afford 12 years earlier.

In 1935 there were probably not many more than five million families with incomes which would correspond at today's prices to $5000 and up. Even in 1941 such families appear to have numbered under 10 million. In 1955 there were over 21 million.

In 1955 about 25.8 million had incomes (after taxes) of over $4,000. Experts think this group could increase to 36 million by 1960. Arno Johnson points out that the



"Designers want simpler styling . . . but commercial considerations and increasing automation of appliances often produce a finished product which is far removed from the drawing-board sketch."

change in purchasing power in this group is vast: from $88 billion in 1950 to $163 billion in 1954 and will total $248 billion by 1960 (after taxes).

Perhaps even more impressive to the appliance-radio-TV industry is Johnson's estimate of the jump in discretionary spending power. (This is defined as the surplus spending power over and above what would be required to supply a per capita standard of living for the basic necessities of food, clothing and shelter equivalent to the 1940 actual standard of living after taking into account present prices.) Today this total is estimated at about $170 billion, almost 6.5 times as great as the 26.9 billion in 1940. By 1962 it will reach $210 billion, says Johnson, and by 1967 it could hit the $280 billion level, making an increase of 65 percent over the 1956 peak.

There is another major source of purchasing power—consumer short term credit. Credit outstanding has soared since 1940, and there is apparently no reason to feel that this growth will be halted. The recently completed Federal Reserve Board study of consumer credit estimates that by 1965 families will be putting more and more of spendable income into installment buying as compared with current levels and with past levels.

It's a Different World

Statistics alone, however, cannot adequately describe what has happened to American life in recent years. The changes have been sociological as well as economic.

Thus, while the growth in population and home ownership and size of family have already been spelled out, these are all but part of a new sense of what one observer calls "family directedness." And this is a difficult phenomenon to describe. Basically, it revolves around a renewed consciousness of the family as a unit.

How is this manifested? To begin with, the home is affected in a physical sense. There is more necessity for owning one's own home; a bigger house is often needed; and there is a very real necessity for more "living room".

But there is a psychological effect, too. Because of increased tensions at work in the world at large, there is a conscious effort to make the home, at least, more secure.

What does all this mean to the economy? A very real result has been to encourage the movement to the suburbs. Many of the arguments the average American uses to convince himself that such a move is desirable revolve around benefits (sometimes rather illusory) to his family—more living room, better schools, more recreational facilities, and a conforming to the generally accepted idea that this is "the thing" to do for one's family.

It is, of course, impossible to divorce any such trend from economic factors. Thus, increased incomes, easier credit, the increasing price of renting—all these economic considerations have made it practical for the family to migrate to the suburb.

Many other of the social developments which have been taking place should be considered here also. Among these are an increase in leisure time, the trend toward "do-it-yourself" activities, the changing levels of education which are thought to be necessary, the shifting ratio of white collar to blue collar workers, the increased activities and roles of women, the basic informality of many of our relationships and—certainly not to be overlooked although difficult to isolate—the impact of world tensions and insecurity. Many of these apply to the population as a whole and not just to suburban dwellers. The point is, however, that these social changes have altered the whole shape of the American market.

It's not difficult to provide examples of the business changes produced by these social conditions. Among the most obvious are a trend to labor-saving appliances, the growth of shopping centers, the popularity of do-it-yourself materials and tools and the development of what is in many ways basically a "luxury" market.

Will these changes continue? The answer to that is undoubtedly yes, but once again there are no tangible yardsticks by which to prove it.

Consider, however, the changes which automation will make inevitable. There will be an upgrading of the labor needed to produce goods. This doesn't mean just skilled mechanics but the planners necessary to run an automated economy. This will mean inevitably a premium on the educated "thinking" man.

This in turn makes it obvious that the current trend to increased education will continue—and even grow beyond the levels of today. And it indicates that the growing number of white collar workers in relation to so called blue-collar employees will also continue.

Although working hours haven't dropped appreciably in recent years there is a widespread belief that they will in the future. Thus, the impact of leisure time activities will be even stronger than it is today.

Finally, there is every indication that world tensions will continue and that, correspondingly, there will be an effort to increase the security of the individual and his family in their own environment.

The Industry Tomorrow: The Product

All that has been said thus far is much more than merely background against which one can examine the future of the appliance-radio-TV industry. For these social and economic developments will also affect the nature of the industry itself.

Nowhere will this impact be more obvious than in the field of product design. Consider, for example, the manner in which one designer approaches the task of producing a basic design philosophy for the appliances of tomorrow.

He illustrates his approach by sketching a series of concentric circles. The inner circle represents the appliance itself but determining its "shape" are the consecutive outer circles of the "kitchen", the "home" and the "world". Only by understanding the forces at work on each of these successive environments can one understand the shape they give to the succeeding inner circles.

If you accept this basic concept, you will readily understand that "worldly" tensions and developments will have an impact on the size and type of house—the second of the concentric circles. The citizen of tomorrow can then be reasonably expected to spend more time trying to make his home at least, more secure.

This obviously poses problems for the individual and quite logically many of these have become the very special concern of the woman of tomorrow.

That's why one of the country's leading appliance designers feels that the whole question of designing tomorrow's products can be

MORE ▸



"The housewife may well resent a kitchen so automatic that her role as a homemaker is reduced to the impersonal one of pushing buttons."

Home Was Never Like This . . . But It May Soon Be



WHAT CAN HAPPEN TO A SINK? Lots of things, say designers, including provision for a variety of hot and cold beverages "on tap."



THE "EXPLOSION" OF THE RANGE into individual cooking units may force the housewife to mechanize herself.



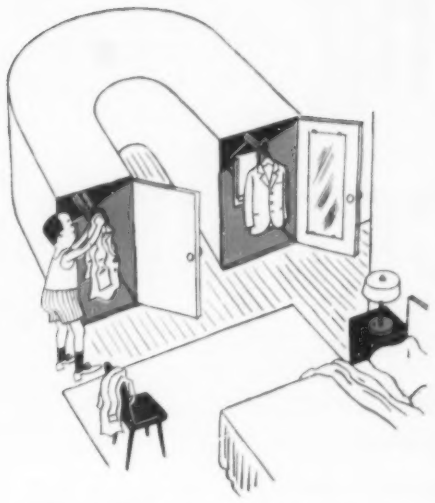
LET IT SNOW outside. Indoors a radiant canopy will make it possible to sleep without covers.



TELEVISION BROADENS ITS RANGE. For entertainment, big, on-the-wall screens will be developed while small TV monitors will serve as built-in baby-sitters.



THE ULTIMATE IN CONVENIENCE may be the motorized dishwasher which at the push of a button clears the table and sends the dirty dishes into the dishwasher.



MIRACLE FIBERS and new appliances may make possible a "laundry-closet" which will quickly wash and dry a suit ready for wear.



CLEANERS WITH BRAINS could relieve the housewife of the last bit of work connected with cleaning floors and rugs.



THE HOUSEWIFE'S DREAM appliance is this "home laundry" which washes, dries, irons and folds clothes, all automatically.

summed up just this simply: what should we do for women. This seems obvious but in practice it is not always so simple. The designer's attention cannot at the same time be focused on what the distributor and the dealer want if his ultimate norm for design is the consumer. "Commercial" implications must be subordinated to broad functional considerations.

In the broadest sense, of course, commercial implications and complications cannot be ignored. Every designer at work today is faced with the problem of factoring into his work some consideration of the declining number of tradesmen and craftsmen available for work in the home. That's why, for example, more and more designers are asking themselves if the built-in trend is valid. Quite obviously, such a "commercial" consideration is a legitimate concern of the designer of tomorrow's products.

But a commercial consideration which designers find less valid is change for the sake of change. "There must be", one designer pointed out recently, "effective marketing tools other than surface styling changes. Why then, must we continue product changes which aren't functional."

The demand for such changes will never be eliminated completely and may even increase as the industry relies on obsolescence to spur sales. One designer points out, however, that style changes as such may be harder to make as more and more production is automated. Thus, styling alterations might conceivably be reserved for periods when real technical improvements are to be made.

There are other valid commercial considerations which the designer must face. A product which is ideal from the functional point of view may fail because the potential market for the product refuses, for one reason or another, to accept it. Such refusal can come even from distribution. The designer and his product do not operate in a vacuum and public and trade reaction must be considered.

Still another commercial consideration is the recognition of the problem posed by service. Here the designer's obligation must be to do everything possible to simplify the product's servicing needs–and then to make easy the servicing still found necessary.

All of these are general considerations which apply to appliances as well as to radio and television. But there are additional trends which must be considered, trends which are unique to the products involved.

APPLIANCES: In general, designers see a trend to the "contemporary" look. Unfortunately, this is not a well-defined term. Today it means basically a built-in or squared-off look. In five or ten years, however, it may have a considerably different meaning.

Even assuming that it continues to have the same meaning in the future, the contemporary look poses problems for the designer. "The basic one," points out one expert, "is how to achieve the contemporary look without tearing up the kitchen."

Such remodeling has become the biggest objection to built-in appliances. Designers now think that it may be possible to "marry" the advantages of the built-in and the free-standing appliance. An obvious step in this direction would be to get the free-standing to fit better. This implies some conformity to modular dimension (yet to be set up) as well as turning to the squared-off look.

Before getting further into product detail it might be wise to talk briefly about some other general considerations. Basic among these is the question of raw materials.

While there are new and/or improved materials in development which show considerable promise for application in the appliance industry, manufacturers are cautious in being specific about them. For one thing they are themselves uncertain of both application and acceptance. For another, some fear that new materials might be employed merely for the sake of exploiting them. "It's true that some dream material may eventually allow applications impossible today," one designer said recently. "If so, it's a big temptation to design such applications into a new product without adequate consideration of whether anybody really wants or needs the product in that form."

The two products receiving the most publicity as new materials are plastics and aluminum. As far as the latter is concerned, manufacturers feel that new finishes and alloys will give designers more freedom in the future. Now in the development stage, for example, are decorative finishes for aluminum which are brighter and more durable.

It is in the field of plastics that the most speculation is being done. Use of plastics could conceivably lower tooling costs, facilitate short runs, and bring a new dimension to color by actually molding the color into the appliance.

Will there be a trend to simpler products? One top designer feels that styling may tend to be less "gaudy". There will be, he feels, less attempt to impress people by "overpowering them with trim and gadgetry." Yet the same man admits that there are forces at work which tend in the other direction. For one thing, as the product becomes more versatile and useful it is almost inevitable that its controls become somewhat more complicated. Just how simple they can be made is a challenge engineers and designers must meet.

In addition, there is a human element in the equation. Stylists feel that the consumer wants a new product to have a distinctive appearance–one often achieved by extra trim and gadgetry. "No woman who pays for an electronic oven wants it to look like a conventional electric oven," one designer pointed out recently.

All of the considerations just mentioned do little to provide a specific picture of the appliances of tomorrow. That's because the question of materials, color or styling can be applied to every appliance. It is in the functional design of individual products that it is possible–within limits–to come up wth a tangible idea of what's ahead.

Having said this it is necessary to add quickly that manufacturers themselves are very unsure of what the future may hold. In each firm, engineers and designers are at work on prototype units. Some of these have advanced to the working model stage. But

(*Continued on page 152*)

50 Our Changing Mass-Market Economy

In 50 years we've developed from an agricultural country of 87-million people to an industrial nation of 171-million who move more often, live longer, earn more, work less, and spend more

One result of it all is that in 1957 the average consumer will spend $200 for consumer durables like cars and appliances instead of the $23 he spent for the same purposes back in 1907

By THE McGRAW-HILL DEPARTMENT OF ECONOMICS

DURING the past half century, America's economy has changed tremendously. Our population has doubled in fifty years. And in the process, it has shifted from the East to the South and West. From a predominantly agricultural country in the early 1900's, America has become the leading industrial nation in the world. Our nation today has the highest standard of living with the highest per capita and per family incomes. And our national income has been so redistributed among our people that America provides the largest mass market for high priced consumer durable goods.

Population Growth and Mobility

Today there are 171 million persons in the United States. Fifty years ago our population totaled only 87 million people. Thus in a half century, our population has just about doubled. The biggest increase has taken place in the 65 and over age group of the population. While over-all population has doubled, the number of people in the 65 and over age group has increased about fourfold. The dramatic increase in the average life expectancy from about 50 years in 1907 to close to 70 years now has kept our group of senior members steadily increasing.

Rapid population growth has been coupled with rapid movement of our population in the last five decades. People have shifted from farms and rural areas to cities. They have moved from large central cities into the fringes and suburbs of the cities. And they have moved from the eastern sections of the nation to the West and to the South.

A recent survey on population mobility in the United States indicated that 9 out of 10 people one year old or older has moved at least once in their liftime. The survey also showed that one out of every fifteen persons in the nation moves into a different county each year—and that one out of five persons changes residence each year. In the process of changing residences, a family usually finds itself spending a lot more money.

Migration of the Farmer

During the last fifty years, the urban population has been growing at the expense of the farm population. The farm population shows a sharp decline in absolute numbers. Today's farm population totals 22 million compared with more than 32 million half a century ago. Farmers have been leaving the farms to work in better paying industries in the cities. And as city dwellers their purchases of many kinds of goods and services have increased along with their incomes. A similar upgrading has taken place for factory workers moving from run-down industrial districts to better neighborhoods in the city or the suburbs.

The shift to surburbs has become specially significant in the last two decades. While the population of central cities grew about 14 percent from 1940 to 1950, the population of the suburbs around these cities increased about 36 percent—or about 2½ times as fast as the population in the cities. The trek to the suburbs is continuing, in fact it has accelerated since 1950. And as people acquire new suburban homes, new demands for household goods are created.

A significant percentage of our population has moved clear across the country. The western region of the United States has grown faster than any other section of the nation. The increase in the West since 1900 has reached 250 percent. In the South, the increase is about 75 percent. In the East and in the industrial and farm states of the North Central region growth has approximated 65 percent.

Because of this shift to the West, the center of the nation's population has moved approximately 150 miles to the West in the last 50 years, and it is still moving.

Employment Trends

Two employment trends of the past 50 years stand out. The first is the substantial decline which has taken place in the number of workers on farms. The second is the tremendous growth of employment in the service industries opposed to goods producing industries.

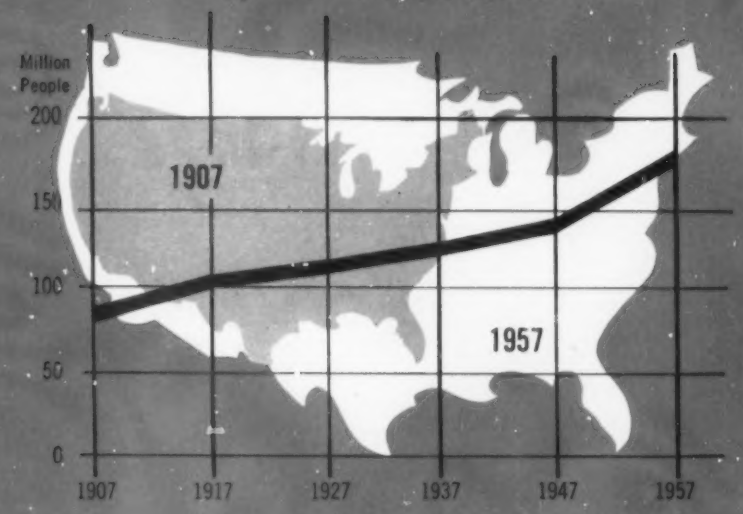
Farm employment has declined more than 40 percent since 1907 while employment in practically every other major industry has increased. In 1907 farm employment totaled 11.3 million. The agricultural group accounted for approximately one-third of all employment in the early 1900's. Today, it totals roughly 6.5 million, accounting for approximately 10 percent of the labor force.

Growth of Service Industries

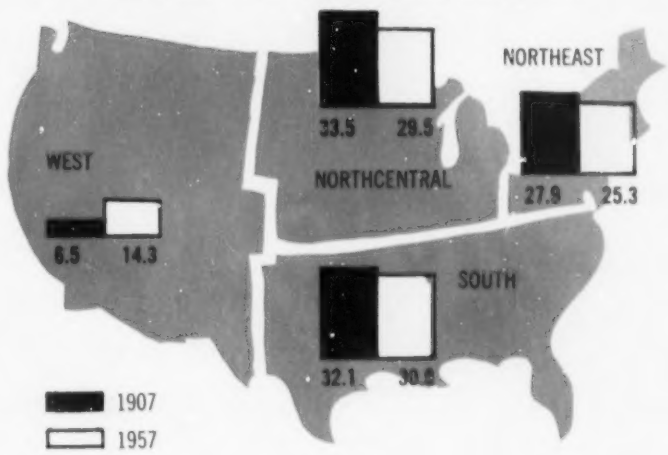
The United States is an indus-

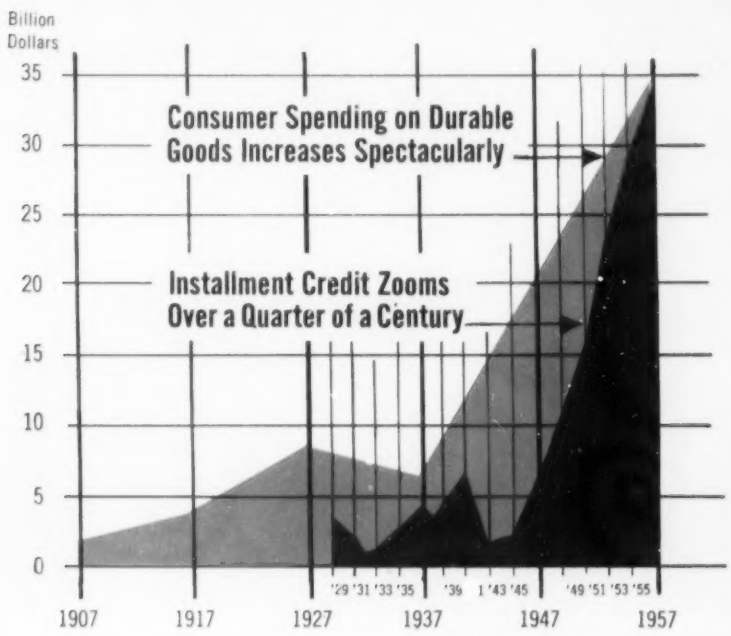
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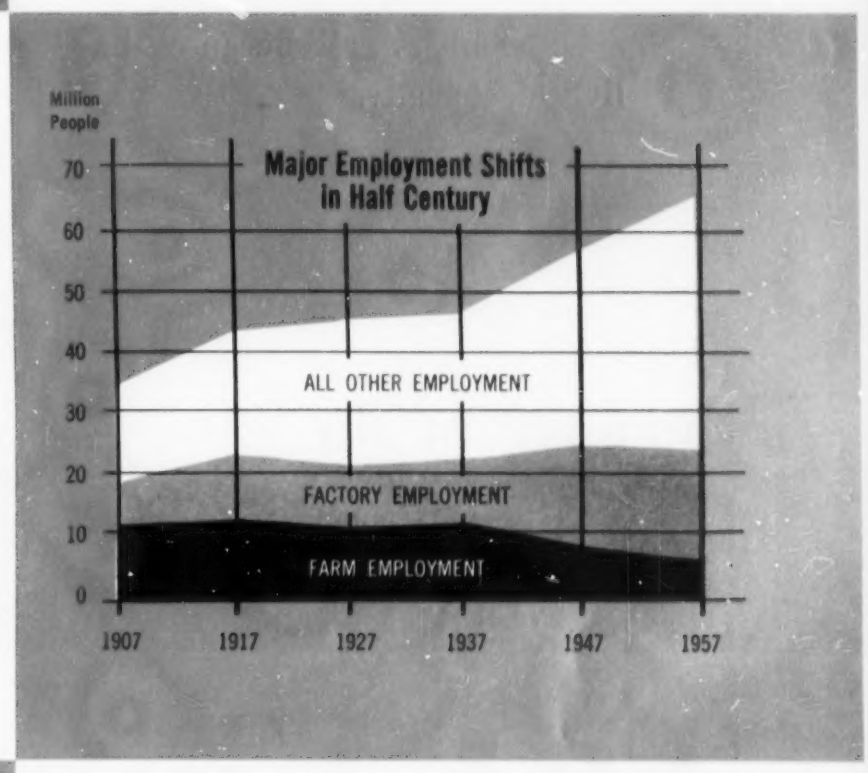
Population Doubles in 50 Years

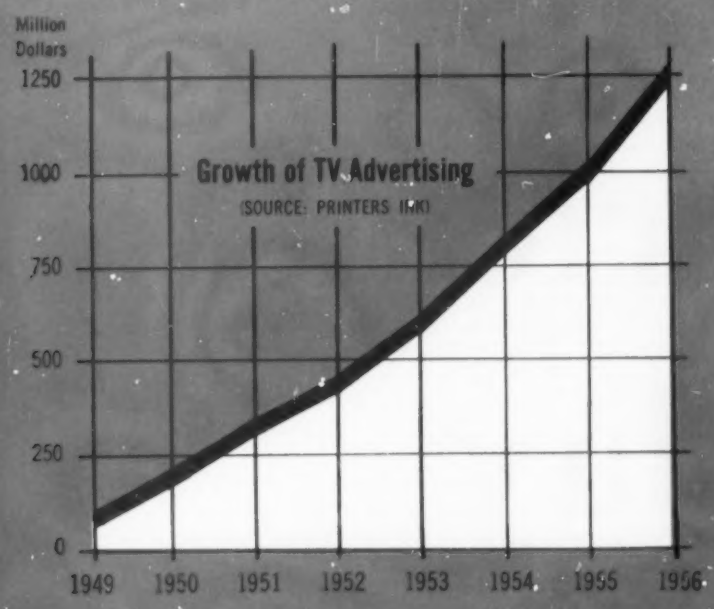


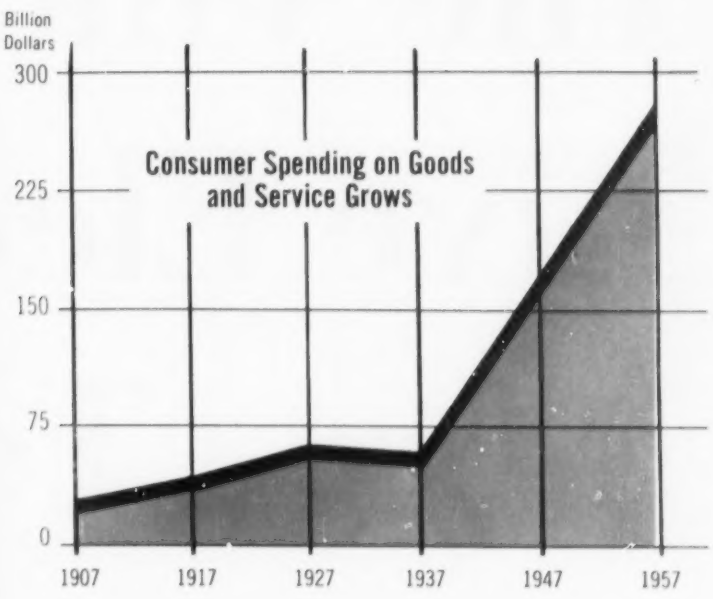
Population Shift to West During 5 Decades











50

No people of any age or any nation have ever lived so well as the middle-income, American family of 1957. Witness the Jack Vincents of Los Gatos, Calif., who live fully, pleasantly, easily, and even richly . . . all because they live electrically.



Because of the big changes we've already had . . .

The Vincents Live Electrically Today

By HOWARD J. EMERSON



JACK, Kay and Gayle Vincent live daily with 50 years of electrical history.

In a hilltop home outside the city of Los Gatos, Calif., the Vincents live a family and personal life firmly tied to the use of electrical equipment. While they sleep, as they awaken, dress, eat, travel, work, play, relax, entertain, and retire, they are demonstrating the end result of the more than fifty years of progress. They are living a life more comfortable, more efficient, more full of available intellectual, social and personal pursuits of happiness than any middle-class, middle-income family from the dawn of history to the golden '50s.

Mr. and Mrs. Jack C. Vincent and 13-yr.-old daughter Gayle are living better electrically by their own choice. They sought the type of life that electrical products provide, accumulating equipment over a 20-yr. period, reaching their goal when they built a new home last summer. From choice based on experience, exposure, economic factors, influence of industry and utility promotions, the Vincents went all-electric in their new home. No direct selling by anyone in the electrical industry guided their judgment. And at no time in his career has Jack Vincent, manager of industrial development for the San Jose Chamber of Commerce, ever been associated with the electrical industry. Neither has Kay Vincent, now employed with an accounting firm.

Electrical living as the Vincents chose it and as they live it, is "normal" they say. When interviewed by ELECTRICAL MERCHANDISING for this article, they hesitated because, as Mrs. Vincent said, "We're just leading normal lives." And Jack Vincent commented: "We've never thought of the way we're living as anything but the most practical and sensible way to live." In those statements is proof of how thoroughly a half-century of electrical industry development has penetrated into American homes—and into the American mind.

What the Vincents call "normal" includes a home for which the electrical contract alone was $2278, including installation of an additional $628.00 worth of electric heating equipment; 14 major appliances costing $3,495.94, 26 small appliances costing about $433, TV, Radio, etc., costing $833.33. In mid-winter the Vincents pay PG&E about $50 a month and in mid-summer about $15 a month for the current that is the life-blood of their way of living.

In the following article, ELECTRICAL MERCHANDISING lives with the Vincents as they live electrically during the first two weeks of May 1957—a family enjoying as a normal way of life their Golden Anniversary package of electrical servants and friends.

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These Are the Sources of the Vincent Standard of Living.

	DEALER OR SOURCE	COST OR VALUE
Electric Heating Equipment:	Pfeiffer Elec., San Jose	
89 ft., Baseboard		$ 143.00
2 2-kw wall heaters with thermo		$ 158.00
2 1-kw " "		59.00
1 1.5-kw " " with timer		59.50
1 master control		25.00
3 wall thermostats		58.50
1 outside control		25.00
1 load regulator		100.00
		$ 628.00
Cost of Wiring Home		**$2,278.00**
Major Appliances		
Refrigerator	E. A. Davis, San Jose, 1956	$ 279.00
Freezer	1950	568.73
Automatic Washer	House of Kitchens, San Jose, 1955	350.00
Automatic Dryer	House of Kitchens, San Jose, 1955	228.26
Range	E. A. Davis, San Jose, 1950	450.00
Built-in Oven	House of Kitchens, San Jose, 1956	155.00
Dishwasher	House of Kitchens, San Jose, 1956	215.95
Disposer	House of Kitchens, San Jose, 1956	89.00
Water Heater, 30 gals	House of Kitchens, San Jose, 1956	80.00
" " 40 "	House of Kitchens, San Jose, 1956	114.00
Power Tools	San Jose Hardware, 1948	225.00
Sewing Machine	Singer, Palo Alto, 1941	113.00
		$2,867.94
Electric Housewares		
Coffeemaker	Gift, 1955	$ 19.50*
Toaster	1929	5.50*
(used at Vincents' hunting shack, Los Banos, Calif.)		
Toaster	Won at Bingo Party	19.95
Mixer	Oildale, Calif., 1937	18.00*
Blender	The Emporium, Valley Fair	49.95
Wafflemaker	E. A. Davis, San Jose, 1947	14.25*
Iron, Steam	E. A. Davis, San Jose, 1951	15.95
Iron, Dry	E. A. Davis, San Jose, 1949	12.95
Vacuum Cleaner	Electrolux, 1949	77.00
Exhaust Fan	Pfeiffer Elec. San Jose, 1956	34.95*
Razor	Gift, 1954	22.00
Hotplate (used at hunting shack)	Minnesota during 1920's	9.50
Vaporizer	Willow Glen Drugstore, 1948	7.50
Blanket (in exchange for model purchased in 1947)	E. A. Davis, San Jose, 1952 net	22.95
Frypan	Werry Electric, Palo Alto, 1957	22.95
Heating Pad	Anchorage, Alaska, 1942	15.00
Corn Popper	Gift, 1956	5.50
Alarm Clock	Corner Drug, Los Gatos	5.50
BBQ Spit	Palo Alto Hardware, 1957	12.00
Deepfryer	Gift	9.95
Charcoal lighter	Peninsula Hardware 1957	5.15
Portable Drill	Peninsula Hardware 1954	27.00
		433.00
TV, radio, hi-fi		
Television, 21-in.	Coast Radio, San Jose, 1953	$ 465.88
Hi-Fi	Coast Radio, San Jose, 1956	200.45
Table Radio	Gift — 1947 model	35.00
Phono turntable	Coast Radio, 1953	15.00
Portable phono	Coast Radio, 1954	31.00
Portable Radio	General Appliance, San Jose	36.00
Remote speakers, seven with volume controls, approx.		50.00
		$ 833.33
The Vincent's total electrical investment		**$7,040.27**

*Electrical Merchandising Estimate

Living



"WHAT CAN you expect of a day that begins with getting up in the morning?" The Vincents, as Kay turns off the alarm at 6:30, can expect a day in which their lives will be easier and more pleasant as a result of their owning and using at least 40 individual pieces of electrical equipment.

AT the beginning of a day that will put to use most of their 40 individual electrical products, it is ironic that the Vincents should begin with the most strident appliance in their home—the electric alarm clock.

Only the knowledge that thermostatically-controlled electric heat has made the bedroom and the bathroom pleasantly warm eases the pain of the alarm clock's 6:30 a.m. ring. So, too, does the knowledge that a coffeemaker, plugged to the automatic outlet on their range has started operating many minutes before the alarm.

The Vincent family starts a day that will be electrical because Jack insisted on 200-amp. service when the house was designed. For a long time to come the Vincents can add electrical equipment without any danger of bringing the lines to capacity.

Why did the Vincents go all-electric? By necessity?—no, a neighbor built at the same time in 1956 and put his heat, water heating and range on bottled fuel. For safety?—yes, say both Jack and Kay Vincent. For convenience?—yes, says Kay, partly so says Jack. For another reason?—yes, says Vincent, who attributes some of the all-electric decision to this economic observation, "Of all the available fuels, only electricity shows any possibility of staying at the present price or actually getting cheaper in the future."

As liaison between the San Jose Chamber of Commerce and the large industries of the Santa Clara Valley, Vincent is more than normally alert to such factors as the rise in LPG prices, and the increasing cost of piping natural gas 2,000 miles from New Mexico and Texas. But he contends that it was easy to make the decision on having electric heat, water heating and range. "We've lived with about every fuel there is except peat. When we had the choice here, we took the quickness, the cleanness and safety of electricity."

The Vincents turned to electric heat and electric cooking after these experiences: using wood in a tin stove in one Alaska cabin; a coal range for cooking, heating and tea kettle in another cabin there; an oil floor furnace and an oil range in an Alaska house—all during Jack's assignment there with the Air Force in early World War II; gas floor furnace in Menlo Park, open-flame butane in Bakersfield, Calif.; central gas heating in San Jose. In their last home in Alaska, the Vincents were introduced to electric cooking.

Electrically Starts in the Morning



COMFORT comes early, and electrically to the Vincents. A warm bathroom, with its own 30-gal. water heater, high level lighting, and an electric razor for the stubble may not make Jack Vincent look happy, but he's meeting the first problems of the day with every luxury—except, he notes, an electric toothbrush.

EASY DECISION for the Vincents was selecting electric heat—an easier decision than selecting a necktie for the day. Here, and in daughter's bedroom, a 2-kw cone radiant heater with thermostat is on low for the night, comes up fast to warm Jack as he dresses for his day at the San Jose Chamber of Commerce.





LUXURY of coffee brewed and waiting for her when she reaches the kitchen to start breakfast—from a coffeemaker plugged to automatic receptacle of range —perks Kay for her favorite cooking method, broiling. Vincents kept 1950 model range in new, otherwise built-in kitchen because it is "still good."



FROM THE FREEZER, orange juice is prepared for the Vincents' breakfast by daughter Gayle. Characteristic of electrified and appliances homes is possibility and willingness of all members of family to share in work of kitchen, laundry and cleaning—willingness not apparent when jobs must be hand done.

ELECTRIFIED breakfast was handled partly in dining room where Jack operated the toaster hooked to outlet beside table. Assistance of electrical servants such as electric frypan is important in millions of families like the Vincents where all leave for work and school, need substantial breakfast.



FREEZER LUNCH is packed for Gayle Vincent from sandwiches prepared once a week and frozen. "It's amazing what a difference—used to be a bunch of 'makings' spread over the counter at the last minute, or a futile 'here's a quarter, you'd better go to the cafeteria this noon.'"



MORE▸

Living Electrically Means Less Work, More Fun

BEFORE a modern family like the Vincents returns home from its scattered daily assignments, electric power and electric equipment have been making the family's day come to a close easier and more pleasantly. What the auto has put asunder, electricity joins together—and no invention has contributed so much to re-establishment of the family circle than the electrified home.

Electricity both works and thinks while the Vincents are in Los Gatos and San Jose for the day. Thermostats both inside and outside the home can economize on fuel during the day, then anticipate through sensitivity to a drop in outside temperatures the need to make heat ready for the family's return. And if Kay and Gayle expect to return later than their usual 3.30 p.m., Kay may have either of her electric ovens set to automatic to start a roast or oven dinner long before her return.

This the Vincents know. What they had to be reminded of, as a family that takes all but the very latest in appliances for granted, was that electric power and electric equipment have been working during their absence in these ways—keeping 70 gallons of water hot for any use on their return, keeping nearly a week's supply of fresh foods at a safe temperature in the refrigerator, keeping several hundred dollars worth of frozen foods protected in the freezer.

The Vincents have accumulated their electrical servants and entertainers over a long period of time, and have done so partly from desire, partly from habit. One small appliance after another came into their home, says Jack, because "it just seems to be a habit to electrify even the smallest job around the house."

As seen in these pictures of the Vincents' electrified life, the family turned to appliances for a variety of reasons—not always the same reason for each member of the family. Safety was an important factor, says Vincent, in the selection of electric heat, water heating and range cooking. Kay concurs, but says she was thinking a lot about it being clean, and not worrying about running out of fuel when Jack was hundreds of miles away on a business trip. Safety was one reason for floodlighting the exterior even 'though in their area of the St. Cruz mountains the mountain lions which the early Spaniards called "los gatos" (the cats) are now *nearly* extinct. Convenience is a reason: Kay likes the extra oven because she's always broiling something in one, needs a place to bake at the same time; Jack likes the dishwasher so "we aren't put in the position of having to do the dishes so often."



WEEKDAY DINNER for the Vincents and millions of all-electric families can be as luxurious as the Sunday dinner of 50 years ago. A few minutes with her 1937 mixer and Kay has whipped up a cake.



PERFECTION is taken for granted by the woman with the latest in appliances. Kay knows in advance how her cake will come out of the oven. She has a built-in one to supplement the free standing range—is keen on waist level location, has space below to take broiler oven if free standing range is replaced by surface units.



IT'S A CINCH to balance the diet of the family today, says Kay Vincent. "You keep the balanced diet in the freezer—not worry about what's in season." She takes a green vegetable from their freezer, has a selection to suit meat course. Vincents frequently buy in quantity for freezer.



PERSONAL SUPERMARKET best describes availability of foods at Kay's fingertips with a freezer and new refrigerator. She selects greens for a salad—selects because she shops once a week, buys variety enabling her to change type of salad nightly if desired, relying on crisper to keep it fresh.



CHOICE OF COOKING methods gives Kay great versatility in preparing dinner. Steak is broiling, basket above it is for bread held in warming oven. Dinner is ready, and eight appliances have been used directly—not counting electric heat, hot water and the FM radio Kay had playing.



TO KAY VINCENT, cleaning certain leftovers into a container for the freezer is a regularly practiced economy in the electrified home. Also, she cooks extra amounts—spaghetti sauce is example—for storage in freezer.



SIMPLE, relatively, is the Vincent routine at dinner's end. Scraps into the sink for the disposer, dishes into the dishwasher, and there's been hardly an interruption to Jack and Kay's after-dinner coffee and conversation. Without disposer, garbage would have to be taken 1.6 miles to pickup point each week by Jack.

LIFE is restored quickly in the Vincent's modern kitchen. No evidence of dinner remains except for the hum of the dishwasher and the ever-simmering coffee ready for friend who dropped by to bring boy to party. Appearance—and quick restoration of appearance—is important in Vincent's home.



CHOICE of entertainment can bring complication to the Vincents' evening, but whatever the choice—well-lighted reading for Kay, FM and hi-fi for Jack, or TV for Gayle, the result will be another of millions of families at home with electric entertainers at their call.

MORE





LOSER still wins in an electrified home—Gayle, driven from TV this evening, foregoes father's "long hair" music, retires to own room, tunes in KIBE's "top 40" tunes, can resort to Columbia portable phono, below, right, and her record collection if she chooses.



OTHER NIGHTS, other winners—Gayle and boy visitor take youthful position in front of 21-in. Magnavox to watch Bob Hope and millions of dollars worth of entertainment available to them here on a hilltop miles from nearest town, 80 miles from nearest large city.



ENJOYING THEIR family night—once a week, usually Sunday evenings, the Vincents share the wonders of TV, taking a light dinner around the living room coffee table while they watch "You Asked for It" and the Ed Sullivan show. "We feel that TV has an important place in our home—but it doesn't dominate it," says Vincent.



RELAXING music is turned on in bedroom as Jack Vincent heads for bed and a short period with "Field and Stream." While new house was framed, Jack wired each room to hi-fi center in living room, later installed seven speakers in grills, as above, with controls, to pipe music to house and patio.

COMFY is word for Kay Vincent's night as she turns on her electric blanket to pre-warm bed while she changes and prepares to retire. Separate water heater is set for best showerbath temperature, bright reading light is ready for Jack, electric alarm is in attendance to end the night seven hours later—a night completely under comfort controls of thermostats regulating electrical equipment.







The Vincents Maintain Their Home Efficiently



CLEANING the Vincents' 9-mos. old home is a job, but not a task, to Kay Vincent. A vacuum cleaner and its attachments do the work while she does the directing—and a borrowed floor polisher puts on the finishing touch. In the electrified home today, "spring and fall housecleaning" is but a memory.

THE Vincents can "operate" their family easily, conveniently and pleasantly with their golden package of electrical helpers–as we have seen–but they can do it only because they live in a home that is "maintained" in a condition that permits such easy and pleasant operation.

They can maintain their home easily because long ago the pioneers in the electrical industry put their attention first to the development of home maintanance electrical equipment. Out of their work came the first fully developed and accepted major appliances–the electrified sewing machine and the electric powered clothes washer–and the most accepted of all small appliances, the hand iron and the electric vacuum cleaner. Only the hotplate and the toaster, of all "operation" appliances, were in the competition.

How essential are today's roster of maintenance appliances is brought out conclusively with more wives employed in business and industry than ever before in the country's history. What used to be considered a full-time job at home–"a woman's work is never done"–is now accomplished as well or better in a family where the wife may spend eight hours or more in outside employment. And it is done by the working wife and her family without the maintenance chores taking up all the time and energy which she has left over from her outside job.

This revolution in home management which enables the modern wife to maintain her home with little more time and little more effort than it took the wealthy woman to direct a crew of servants 50 years ago, is evident in the Vincent's home. Kay Vincent works until 3 p.m. each weekday in the office of a CPA in Los Gatos. She is an active horsewoman, has been busy in PTA, civic and church groups.

Kay Vincent is one of millions of emancipated women, freed by 50 years of electric progress from the stigma of washerwoman and charwoman that best described the wife-housekeeper of a half century ago.

There is some general feeling that while the availability of electric appliances emancipated the housewife, electrical tools have enslaved the man of the house in the trend to doing-it-yourself. But that is social thinking; economic thinking brings the cold facts about the availability of the traditional village handyman, the jack of all trades ready at beck and call and for a pittance to fix this, repair that, and put a bookshelf there. His versatility is drawing him above scale in any local industry today. For the homeowner, the handyman today is the man who is on hand–the husband. And it is the electric tool in its many adaptations of the professional size and style, that are helping the man of the house maintain it, or alter it, with success well beyond anything that could have come unaided from his high school manual training course.

Jack Vincent keeps the physical plant at 15100 Faundale Rd., Los Gatos, Calif., in top notch condition. His electrical tools are just for that purpose. He has not yet succumbed to woodworking or metal working as a hobby . . . "too much work to do first."

MORE ▸

LAUNDRY is a "when convenient" job at the Vincents. With her washer and dryer, Kay just "puts through a load when I think of it, or when its especially needed—no set wash day anymore." There is no clothes line at the new home, and with Los Gatos rainfall, it would be used rarely.

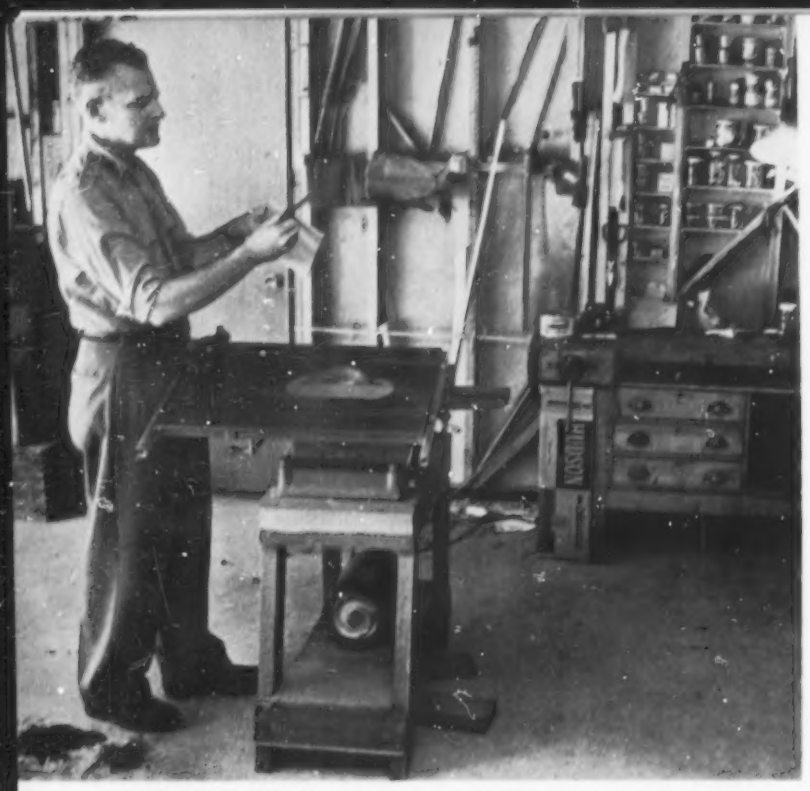


A CHOICE OF IRONS for Kay to suit to the material shows how far the industry has gone in producing servants to help maintain the home. Fifty years ago, utility salesmen went from door to door leaving electric irons on free trial in not always successful attempts to create acceptance.



MAJOR MAINTENANCE and construction tool for Kay is the sewing machine. Maintenance of the family's clothes as they are laundered lengthens their life, saves early replacement costs. In addition, Kay used this 1941 model in making all drapes, curtains and slip covers for the new home.





MOST PROFITABLE electrical equipment for the man of the house—the power saw—is in Jack Vincent's garage. Bought for use in making a fence and breezeway at previous house, is now in use as Jack gets going on fence, gates, and shelves for the new home.



MOST USEFUL electrical equipment for the man of the house—the portable electric drill-sander is now a basic tool in maintaining millions of homes easily and accurately. A drill is being used here where Jack wants a new passage for another lead from the hi-fi set.

STARTING EARLY, but starting electrically—champion horsewoman Gayle Vincent uses electric equipment in pursuit of her hobby. At stables she uses hand vacuum in grooming horse, has immersion heater warming drinking water, lower left, while friend Nancy entertains all three with music from transistor portable. Gayle also frequently uses a pair of electric clippers on horse.



. . . A PATIO DINNER FOR GUESTS



PAINLESS PLANS for entertaining are evident in an electrified home like the Vincents' when appliances are given the major jobs. Kay starts beans in pressure cooker as first step in preparing meal for guests.



MASTERY of the art comes easier with assorted appliances to help, Vincent finds as he and guest Dr. Thomas Lyon discuss the rum to lemon proportions of the daiquiris being made with help of mixer and blender.



THE RUGGED ART of outdoor cooking is more refined, more fun and more successful on the electrified patio of the Vincents. While an electric spit turns the chickens which Jack is basting, Dr. Lyon kids him about "sissified" use of electric charcoal lighter which Jack used in place of kindling or liquid fuel. Weatherproof outlets around patio wall aid this outdoor electric living.

Special Occasions Become Very Special

LIVING can be fun—and electrical living can be more fun, the Vincents have found as they put electrical equipment to use for jobs that are not necessarily related to the basic operation and maintenance of the household.

While it has taken more than 100 years of steady economic progress to provide the average family with both the leisure and the money to enjoy it, only 50 years were needed to provide that family with a package of electrical equipment that makes that leisure more enjoyable.

In many ways, the full electrification of a home like the Vincents has altered the course of family life and the relation of one family to another. The day when a family had to entertain another by taking them to the country club, a restaurant or the theatre—a trend well underway in the '20s, made impractical during the depression and made impossible during the war—now has given way to entertaining in the home.

The ease of maintaining the modern home with its electrical servants has made families —particularly the wife who has that responsibility—more willing to have guests frequently. The ability to mechanize most of the operations has made the entertaining fun instead of drudgery. From such a simple change as that of having a continuous supply of ice cubes instead of chipping a block with a pick, to the most complex change—that of clearing the table into the disposer and dishwasher instead of spending the evening deploring the inevitable post-midnight hour of hand washing and drying, entertaining at home has become a pleasure instead of a problem.

The Vincents enjoy bringing friends to their hilltop home in Los Gatos. Whether it is a winter evening with rain and wind swirling through the gaps in the mountains that separate them from the Pacific Ocean 20 miles away, or a balmy evening that invites patio lounging, the Vincents rely on electric servants to make their entertaining a pleasure for all members of the family. This is seen here in the pictures of a Sunday evening, as the Vincents take advantage of the first day of daylight saving time to entertain two couples for a patio dinner, another night when Gayle entertains, and a morning when the family makes breakfast together a fun occasion.

MORE ▸



FLOODLIGHTING of Vincent's patio makes it useful as an outdoor dining room. Complete meal, above, with refreshments, used 11 separate electric appliances—each part of the industry's contribution toward making life more fun for more families.



IN MANY WAYS, electrical equipment finds itself contributing to the families' activity—even to having a couple of cold beers for the boys to nurse while the women chat.



EVEN THE CLOSE of the party finds the Vincents relying on modern electrical equipment—floodlighting of the patio—to make more pleasant and comfortable the departure of their guests of the evening.

. . . AN EVENING FOR TEENAGERS

TEENAGE FUN need not be in an asphalt jungle when the youngsters have available a home with electrical equipment that makes fun possible there—as on this Friday night When Gayle Vincent entertains five school friends. Helping is electric cornpopper while the range is used to melt butter.



YOUTH is entertained and entertains electrically here. Lighted patio gives Gayle's group controlled privacy, a guest's record player works on batteries (he forgot line cord) for dance music and to bring them the voice of Elvis.



The Vincents See Much More in the Future

FOR fifty years the electrical industry has been developing the products that make possible the type of electrical life enjoyed by the Vincents. For more than 20 years, jointly and severally, the Vincents have been accumulating their electrical servants and entertainers. Obviously this article has given just a single frame from a strip of moving film, a quick glance at where this family, and the industry that serves it, stood as of early May 1957. The industry has not run out of ideas for new and better electric equipment for the American home, nor has the Vincent family run out of desire to have the best and latest that the industry can offer, or they can afford, to make their lives even more electrical.

Electro-mechanization of the American home is a constantly growing process for both suppliers and consumers. One day the Vincents will be buying electrical equipment that they don't even realize is already well perfected in the laboratories–one day the industry will be offering the Vincents and their millions of counterparts across the nation not only electronic refrigeration, portable battery-powered TV, and other products nearly ready for issue, but a further extension of electrical magic for the home far beyond the vision of today's engineers.

With at least 25 years ahead of them, the Vincents will be among the millions of families regularly replacing and adding to the present electrical equipment that has become a foundation for a way of life. Maybe they'll reconsider appliances they now shun–an ironer, for example, for which Kay Vincent can see no necessity, or a room air conditioner, of little value for cooling in the Los Gatos climate, but which may be desirable when they are sold on pollen, dust and humidity control. Maybe they will succumb to the luxury of a roaster for the patio even though they have two ovens, two broilers and a warming oven within 10 feet.

But, whether it is the purchase of the immediate needs pictured here, or the realization of dreams which haven't yet materialized, even excursions into vistas of electrical living still to be envisioned, one can be as sure as the Vincents are–the future will continue to be electrical. *End*



VINCENT, who in near future plans to replace crystal-cartridge record player with hi-fi changer, spends time after lunch getting dope on plug-in magnetic cartridge for record-changer from specialist Johnson at a San Jose hi-fi shop.



GAYLE SAYS, a portable TV "would be swell in my room—we don't always agree on programs—and Dad has his music"—so she drools over this 14-in. set on visit with mother to Gruenig's Appliance & TV, Los Gatos.

KAY WOULD LIKE sometime soon to replace her 1941 sewing machine by one "with more features like easier forward-backward" which she finds during demonstration by sewing machine dealer Robertson in Los Gatos.



	Year Introduced	Percent Wired Homes Owning (see footnote) Jan. 1930	Jan. 1940	Jan. 1950	Jan. 1957	Estimated Unit Sales Volume, Per Decade The 1920's	The 1930's	The 1940's	The 1950's*	Current Rate Yearly Sales (1956)	Forecast 1965
MAJOR APPLIANCES:											
Washers	1907	33.0	59.3	68.8	86.8	6,600,000	10,855,000	17,011,200	27,332,400	4,815,400	5,251,000
Ironers	1908	2.9	6.3	8.5	9.0	400,000	1,156,700	2,089,800	1,301,400	60,000	65,000
Dryers (Electric & Gas)	1939	—	—	.7	11.9	—	—	259,000	6,281,900	1,762,400	3,826,000
Ranges (Electric)	1909	4.4	10.2	18.0	29.1	805,000	2,076,000	5,766,700	10,075,000	1,585,000	2,786,000
Water Heaters (Electric)	1921	—	2.9	10.1	16.9	34,000	691,000	3,871,000	5,905,000	870,000	1,574,000
Refrigerators	1912	9.3	55.7	79.3	96.0	2,038,000	13,808,000	21,599,800	28,995,000	3,700,000	5,300,000
Freezers	1940	—	—	5.2	18.0	—	—	2,882,000	6,345,000	975,000	1,170,000
Dishwashers	1914	—	—	1.5	4.6	25,500	85,000	530,000	1,755,000	400,000	1,615,000
Garbage Disposers	1938	—	—	1.4	6.6	—	—	430,000	2,777,000	590,000	1,623,000
Room Air Conditioners	1932	—	—	.4	7.6	—	37,000	307,000	6,144,500	1,765,000	3,700,000
Vacuum Cleaners	1907	43.1	48.1	52.9	66.6	10,335,000	8,559,700	16,188,800	21,537,500	3,725,000	4,400,000
RADIO — TELEVISION:											
Home Radios (Excluding Auto)	1920	39.5	82.1	90.2	96.2	14,878,000	50,058,000	75,640,000	56,953,000	8,925,000	10,200,000
Television	1939	—	—	10.6	81.0	—	—	4,162,000	48,651,000	7,387,000	10,850,000
ELECTRIC HOUSEWARES:											
Irons; Standard, Dry	1893	92.8	94.7	87.6	90.2	26,050,000	32,919,000	44,931,000	24,399,000	2,248,000	2,225,000
Irons, Steam	1926	—	—	9.1	42.5	—	—	3,131,000	25,916,000	6,150,000	6,750,000
Toasters	1893	36.7	55.1	66.7	77.1	6,085,000	16,574,000	22,517,000	25,347,000	3,930,000	4,500,000
Coffee Makers (*Automatic)	1893	23.2	32.3	46.2	38.9*	4,000,000	7,535,000	16,927,000	24,529,000	5,100,000	4,650,000
Hotplates	1910	7.2	17.4	20.0	22.9	2,218,000	4,129,000	6,729,000	6,356,000	760,000	700,000
Electric Heaters Portable and Wall	1917	14.0	20.1	21.7	26.0	2,800,000	3,344,000	7,551,000	9,570,000	1,811,000	2,000,000
Mixers Standard & Portable	1916	.1	12.4	24.3	43.8	20,000	3,370,000	7,091,000	17,510,000	4,245,000	4,750,000
Shavers	1930	—	23.6	27.2	50.3	—	5,810,000	10,770,000	26,207,000	6,900,000	7,500,000
Clocks	1916	—	50.0	76.3	89.8	1,000,000	24,613,000	42,504,000	53,775,000	9,750,000	10,250,000
Heating Pads	1917	7.9	19.9	28.2	35.2	2,148,000	5,738,000	11,462,000	12,417,000	2,215,000	2,400,000

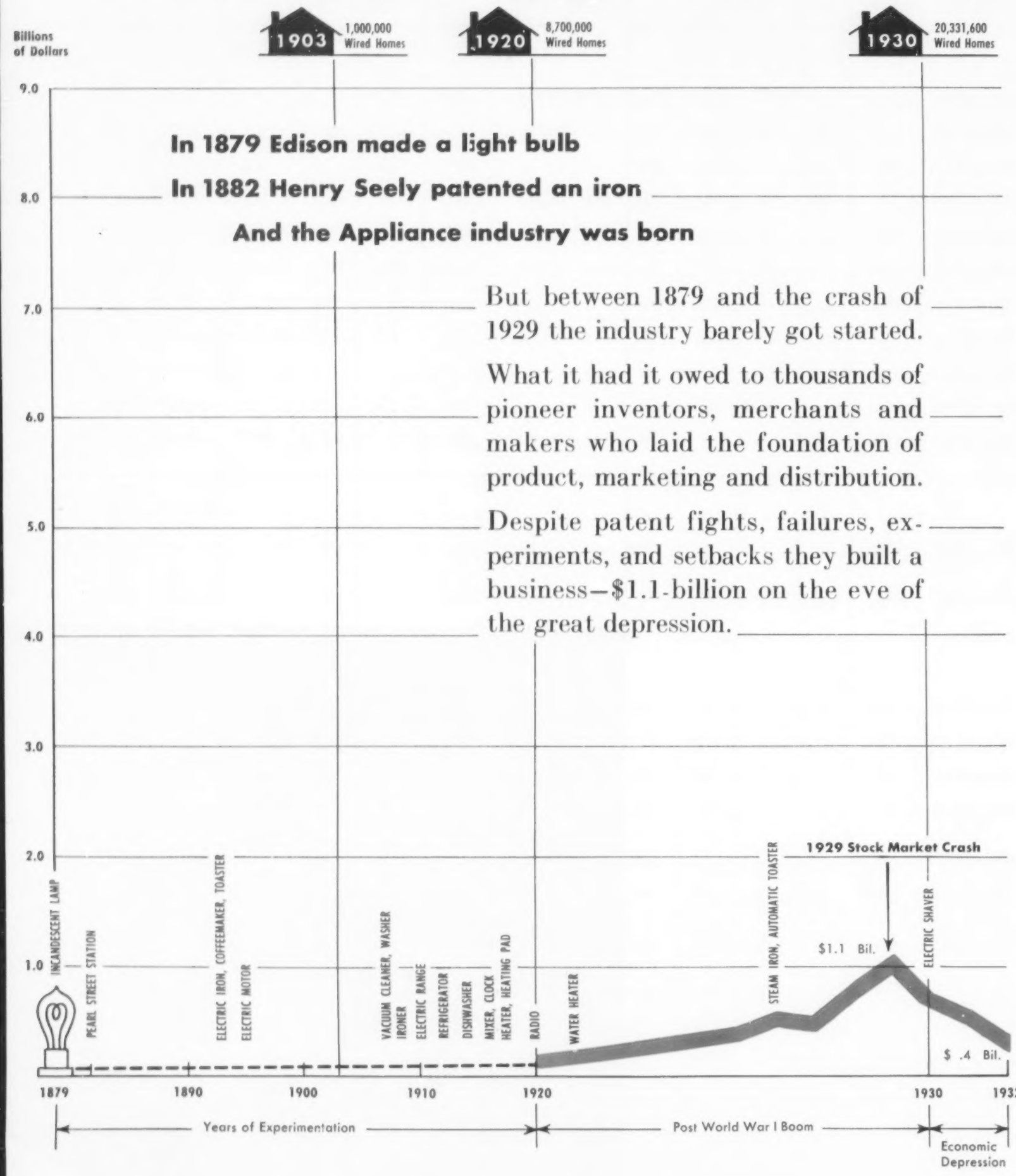
Footnote: Total Wired Homes—19,967,000 Jan. 1930; 24,599,000 Jan. 1940; 37,180,000 Jan. 1950; 47,415,000 Jan. 1957.

*1950-1956 inclusive

First Million Cumulative	Annual	Average Retail Price				Per Cent Replacement and Trade-ins to Total Sales							
First Cumulative Million Units Sold in	First Year of Million Unit Sales	1930	1940	1950	1956	Replacements 1950	Trade-Ins 1950	Replacements 1954	Trade-Ins 1954	Replacements 1955	Trade-Ins 1955	Replacements 1956	Trade-Ins 1956
1919 — 12 yrs.	1934	$104	$ 72	$184	$242	59.4%	34.8%	67.0%	49.0%	71.3%	47.7%	76.8%	54.8%
1935 — 27 yrs.	—	76	58	145	215	17.1	3.1	6.9	2.6	12.7	1.9	17.1	2.8
1951 — 12 yrs.	1955	—	—	221	223	—	—	12.9	3.1	8.3	4.4	12.5	6.0
1930 — 21 yrs.	1947	150	139	232	260	37.8	22.1	53.3	40.8	63.6	35.1	42.7	59.7
1941 — 20 yrs.	1947	—	81	132	115	29.4	3.3	49.3	10.2	51.1	7.5	43.6	12.2
1928 — 16 yrs.	1933	275	152	258	325	52.1	33.0	69.9	49.0	72.1	45.3	77.4	54.2
1948 — 8 yrs.	1951	—	—	325	390	—	—	9.0	5.5	12.6	6.7	14.1	7.1
1951 — 37 yrs.	—	200	200	290	290	—	—	5.0	1.2	5.9	2.5	7.4	2.8
1951 — 13 yrs.	—	—	—	135	110	—	—	—	—	—	—	—	—
1952 — 20 yrs.	1953	—	—	312	320	—	—	2.0	.5	2.4	.9	3.9	1.8
1919 — 12 yrs.	1920	55	55	78	82	56.9	41.7	58.9	32.7	64.1	27.7	59.7	31.9
1948 — 9 yrs.	1948	—	—	299	190	—	—	—	—	—	—	—	—
1924 — 4 yrs.	1924	78	30	44	32	—	—	40.3	22.7	38.8	24.5	52.2	36.6
1913 — 20 yrs.	1915	5	4	12	10								
1947 — 21 yrs.	1947	—	—	18	17								
1923 — 30 yrs.	1928	5	7	18	18								
1927 — 34 yrs.	1928	8	3	18	19								
1926 — 16 yrs.	1946	6	3	8	8								
1927 — 10 yrs.	1946	5	4	14	29								
1934 — 18 yrs.	1946	—	22	38	28								
1936 — 6 yrs.	1936	—	13	23	21								
1929 — 13 yrs.	1930	11	5	7	7								
1928 — 11 yrs.	1937	6	3	7	6								

A 50 Years Statistical Summary of the Appliance, Radio, TV Industries

THE FIRST 50 YEARS WERE



JUST THE BEGINNING

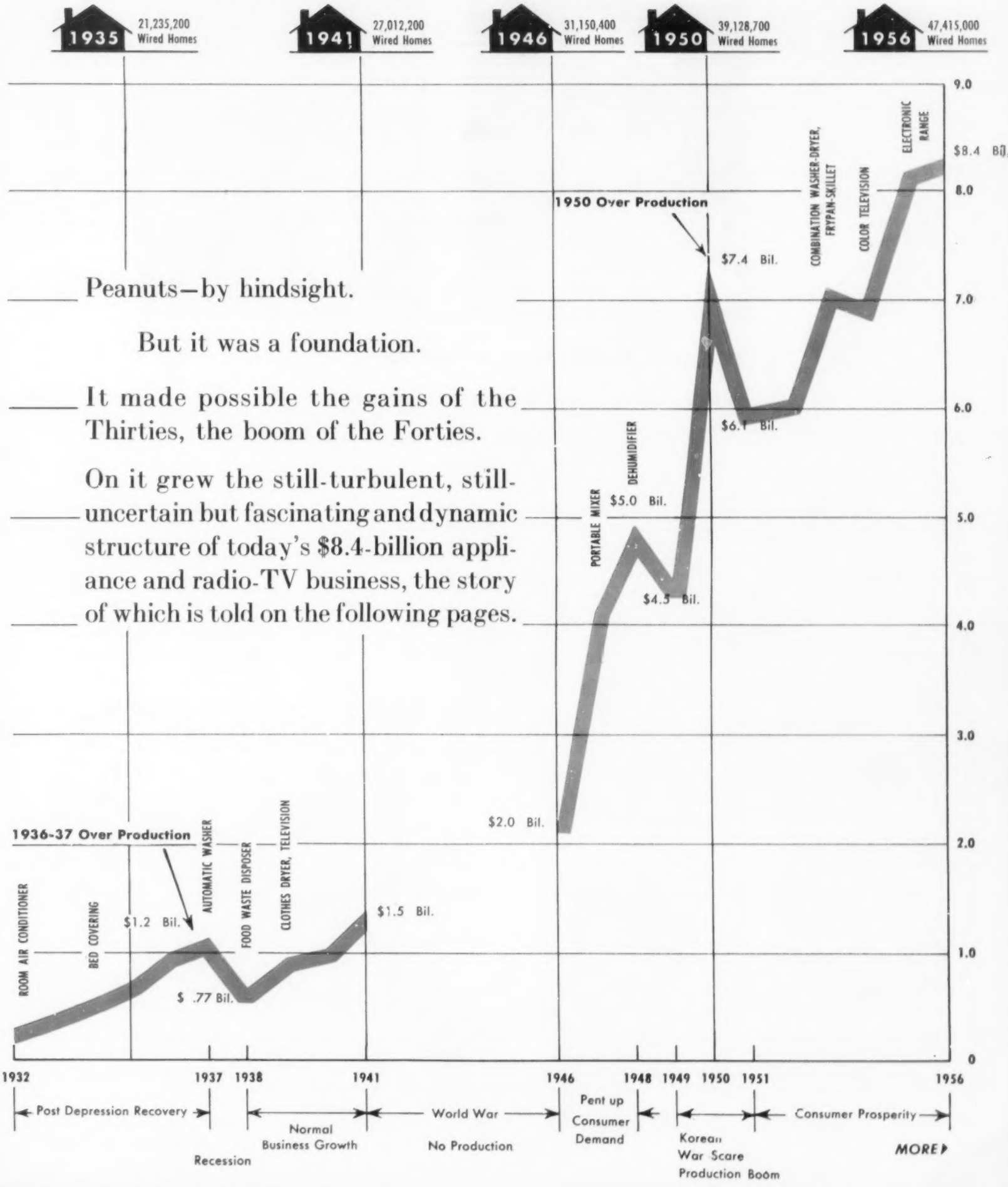
By KENNETH BLANCHARD

Peanuts—by hindsight.

But it was a foundation.

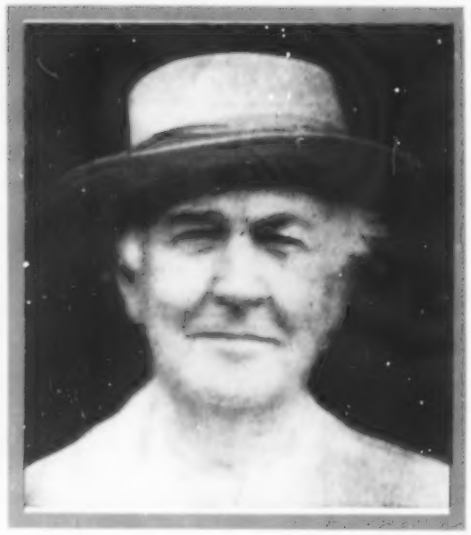
It made possible the gains of the Thirties, the boom of the Forties.

On it grew the still-turbulent, still-uncertain but fascinating and dynamic structure of today's $8.4-billion appliance and radio-TV business, the story of which is told on the following pages.



MORE ▸

THE FIRST 50 YEARS





TWO WHO HELPED FATHER AN INDUSTRY . . .

ELECTRICAL appliances in any form would probably not have been possible were it not for the pioneering studies of Thomas A. Edison (left), whose Pearl Street generating station opened in New York City in 1882.

ANOTHER PIONEER in the field of electricity was L. M. Hamilton, whose development of the fractional horsepower motor unlocked the door to many of the major appliances we know today.

THE history of the appliance industry has not been very well preserved, although it is little more than three-quarters of a century old. Actually it all began just 78 years ago, when on October 21, 1879, Thomas Alva Edison introduced the first workable incandescent lamp. Although this lamp only managed to throw light for about forty hours, it ushered in an era that witnessed the almost complete elimination of such household drudgeries as hand washing, food preserving, housé cleaning, etc.

As we consider the develpoment of our industry and its rapid growth, we cannot help but realize that there must have been many who viewed with skepticism the early efforts of the pioneers in the electrical field. The skeptics, however, doubtlessly served a useful purpose, for they had the effect of spurring on early pioneers, to strive unceasingly to bring to pass some of the things we of the modern era take for granted.

In those early days, it was natural that skeptics should have been in the majority, consigning our business to the realm of crystal gazing. As late as 1879 a professor in one of our schools of technology stated: "After a thorough investigation, I find the electric light a failure." Still another, the managing editor of one of the leading metropolitan newspapers, on seeing an account in his columns reporting upon Edison's perfection of the incandescent light flew into a rage and uttered these words: "That kind of light has been demonstrated to be against the laws of nature, and this newspaper will be a laughing stock because it has fallen for such a yarn." Yet in that same year Edison proved them false prophets.

As we turn to those who spoke with courage and perhaps some boldness, we find even their vision was extremely limited and the same men who were chided for visionary predictions in those days, would probably wonder at their own timidity, if they could see the industry as it exists today.

To such pioneers as Thomas Edison, George Westinghouse and the company which bears his name, the General Electric Co., and numerous others, we owe much of the progress that has been made to date. While countless individuals made special contributions to the developement of our industry, the progress we have witnessed would not have been possible without the continuous efforts of those early manufacturers.

One of the first (if not the first) companies to begin exploiting the potentialities in this virgin business was the Edison Lamp Works, located at Menlo Park, N. J., which began manufacturing lamp bulbs about two years before the Edison Electric Illuminating Co. opened its Pearl Street Station in New York City. It is interesting to note, that in the first fourteen months of operation they manufactured well over 100,000 bulbs. The intended destination of these bulbs is somewhat of a mystery, however, since, as mentioned above, the first lighting company had not begun operation.

This then was the electrical industry in 1882, a plant manufacturing incandescent lamps, a single power company and a few dreamers. It is doubtful whether even the most prolific dreamers of the day could envision the appliance industry's fantastic contributions to the advancement of civilization in the 78 years of its existence.

1882-1910

The industry's first practical application of electricity to domestic use was in 1882, when Henry W. Seely received the patent for his first electric flatiron. The actual production of the flatiron, however, was still some years away.

The 1880's thru the 90's were practically void of actual selling. This was a period of experimenting with the application of heat to various types of resistors to domestic use, and developed so rapidly, that at the World's Columbian Exposition in Chicago in 1893, a full line of cooking devices, as well as flatirons were shown. One exhibit, an electric kitchen, crude by our modern standards, but in those days a great wonder, was the outstanding feature of the fair. There was no electric range as we know it today, but there was an electric oven for baking, an electric percolator, toaster and, believe it or not, an electric frying pan. These individual units supplied the range of cooking requirements.

It would take a book to set forth even the most important developments of that time, but one that stands out as probably the most singularly significant, was the introduction of the universal type small motor in the latter part of the nineteenth century. This made possible the subsequent developments of the motor-driven washing machine, vacuum cleaner, refrigerator and hundreds of other motor driven products on the market today.

The washing machine and the vacuum cleaner were the industry's first practical application of motor-driven power to the harder tasks of housekeeping.

WERE JUST THE BEGINNING

The very early washers were of course, crude hand-operated models which imitated the rubbing action of a scrubbing board. Various types of these hand-operated machines were tried for about the last forty years of the nineteenth century with little success, mainly because the clothes became tangled and knotted. Subsequent to the introduction of the motor many individuals experimented with the application of motor driven power to these old-fashioned, hand-operated machines, but it wasn't until 1908 that the Hurley Machine Co. introduced the first practical motor driven washer.

It was still some time, however, before washers sold in any substantial volume, in fact, it took twelve years, from that time to 1920, for the first million to be sold.

The vacuum cleaner, like the washer, was the offshoot of a hand-powered model. John S. Thurman of the General Compressed Air and Machinery Company is generally credited with inventing the first motor driven cleaner around the turn of the century.

About six years later, James Murray Spangler added a rotating sweeping brush, housed it all in a crude shell of wood and tin and is said to have used his wife's pillow slip as a dust bag. In that same year, the Hoover Suction Sweeper Co. was formed and for the first time portable suction sweepers began to be produced in quantity.

These first cleaners could be considered only semi-portable, however, since some models weighed as much as seventy pounds. In addition to the weight, they were also rather expensive.

Commenting on this, Mr. Donkin of the Allegheny Light Co. said in the November 1910 issue of Selling Electricity (now ELECTRICAL MERCHANDISING): "Several years ago when cleaners were being introduced we endeavored to push the sale of them. . . . but owing to the price of these machines being beyond the means of the average customer (i.e. $125 to $150 per unit) we were unable to secure many orders."

To get a complete picture of the development of both the cleaner and the washer, we must also include the contribution of Chester A. Beach and L. H. Hamilton of Racine, Wisconsin, who introduced the first high-speed fractional horsepower universal motor in 1909.

This motor, which had far more torque than any other the same size on the market was almost immediately pressed into service.

Subsequently, a new design was developed for exclusive use in washing machines. This was put into production in 1913.

Another important development was the introduction in 1906 of a satisfactory heat resisting alloy by A. L. Marsh, a Chicago chemist. The metal was a combination of nickel and chromium and could withstand temperatures up to 2646°F.

This gave great impetus to the electrical appliance-business because of its long life, high efficiency and relatively low cost.

As a result of this discovery, George A. Hughes was able to develop the first practical electric range as we know it today.

The first ranges that were sold were primarily to utilities that "wanted to see what they could

MORE ▸

RADIO—MOST IMPORTANT DEVELOPMENT OF THE '20's . . .



PITTSBURGH, Pennsylvania, was the scene of the most famous of all broadcasting events, the opening of station KDKA on November 2, 1920. The few listeners heard a broadcast consisting solely of news relating to the election of Harding and Cox.



PORTABLE RADIOS were so called only because they could be moved from place to place. Still required was an electrical outlet, and either earphones, or, on some of the rapidly developing sets, a speaker similar to the one shown above.



WESTINGHOUSE marketed one of the first of the coming flood of mass produced radio receivers in 1921. The Aeriola was encased in a wooden box, and came complete with earphones.

do." In some areas the utility company actually discouraged the use of electricity for cooking, because they were protecting their investment in their gas distribution systems.

There was a very active development in the marketing of various types of electric cooking devices about this time. Some of the companies that led this development included:

American Electric Heating Company
Automatic Electric Cookery Company
General Electric Company
Hotpoint
Hughes Electric Heating Company
Simplex Heating Company
Westinghouse Electric Manufacturing Company

Fred W. Wolf may be credited with building the first domestic electric refrigerator in 1912, having perfected it in 1911. Mr. Wolf was also the first to use the name electric refrigeration. Many other individuals began working on the idea of domestic refrigerators, including Kelvinator and Frigidaire, who were on the market about 1914-1915.

The next few years were devoted almost exclusively to experimental engineering, actual selling beginning about 1919. It wasn't until 1925 or 26, however, that refrigerators began to sell in a fairly large volume.

One reason behind this rather reluctant acceptance of one of today's necessities, was the rather unattractive price tag that accompanied the box. The initial models sold for as much as $600, a bit high even in today's booming economy. As prices decreased, sales increased.

What did the electrical appliance industry look like in 1920? Here's a typical comment from one of the day's leading trade magazines: "Today the merchandising opportunity has come to electrical men in proportions undreamt of and on a scale beyond our wildest expectations." In terms of actual sales, however, it had barely graduated from infancy. The period of great acceleration and public acceptance was still to come. Even for purposes of lighting the industry had hardly scratched the surface. Only slightly more than one-third (8,000,000) of the homes in the United States were wired for electricity. It had taken more than 20 years to convert the first million customers from the old-fashioned gas or kerosene lamp to electricity and another five-plus to add the second. The central station industry was only now approaching the point where customers were being added on a consistently high level.

Washers, vacuum cleaners, irons, lamps and possibly toasters and heating pads just about constituted the entire volume of the industry in 1920. Refrigerators were still practically unheard of in most households, with not more than 10,000 in use throughout the country. Electric ranges were just about getting a toehold, as were ironers, fans, hot-plates, dishwashers, coffeemakers, clocks and a few other miscellaneous electrical appliances.

In the December 1920 issue of ELECTRICAL MERCHANDISING, Mr. J. A. Corcoran, General Electric Co., Schenectady, estimated that there were no more than 9-million appliances in use throughout the United States, of which more than half (5-million) were electric flatirons.

Distribution

The distribution system, as we know it today was non-exsistent in the 1910's and early 20's. Central stations, which for years had pioneered the sale and distribution of incandescent lamps, were among the first to advertise and sell electrical appliances. They were quick to recognize the potential of these new devices as energy consuming products.

Wiring contractors, whose principal business in the early nineteen-hundreds was wiring homes for lighting, also began to stock and sell electrical appliances.

This brought about the rather swift disappearance of the specialized contractor and the emergence of the contractor-dealer. The ranks of the contractor dwindled from approximately 20,000 in 1914 to 2,000 in 1920, while the contractor dealer increased from 5,000 to 8,000 in the same period.

Further evidence of the strong utility participation in both wiring activities and the retailing of appliances may be garnered from the fact that of the 5,543 companies in the United States in 1920, 1,577 were doing wiring work and 3,110 were selling appliances.

Thus the contractor-dealers and the utilities were among the first distribution mediums the industry boasted.

The speciality appliance dealer also began to arrive on the scene about this time. They were not appliance stores as we know them today, but rather a base of operations, from which scores of commissioned salesmen were sent door-to-door to sell vacuum cleaners, washing machines, etc.

Of course, they were not the only ones to use this door-to-door method of distribution. Some of the manufacturers bypassed the utilities and the dealers entirely, and sent out their own salesmen to sell goods.

Although use of this method has declined, Electrolux, in the vacuum cleaner field, is still using it quite successfully.

Most of these early manufacturers were relatively small, marketing only one or two products. It wasn't until later years that the multi-product or full-line manufacturer made his appearance.

Other types of stores also were beginning to interest themselves in the sale of electrical appliances. Hardware stores, furniture stores, department stores, the big chains that were developing like Sears, Roebuck and Montgomery Ward, and even jewelry stores in the case of small appliances, began to stock and sell electrical merchandise.

This marked the end of the vertical type of selling, as the industry began to spread out horizontally to many types of establishments.

The Goodwin Plan

Most of us visualize the discount house, the transshippers, etc., as modern phenomena, stemming for the most part from the influx of returning GI's to the retailing end of our business at the close of World War II.

Actually, these so-called modern phenomena are not new at all. As far back as 1920 hardware stores, furniture stores and other kindred merchants were notorious as "cut price", or discount houses.

Utilities, in an effort to bolster the load on their lines, also had a hand in price cutting.

While these cut price establishments probably did much to advertise electrical appliances through this discount selling, it also caused great friction among the various elements of the industry.

This brought about the birth of what was probably the first "Fair Trade Policy," known as the Goodwin Plan. Briefly, the plan was a campaign conducted principally through trade papers, trade organizations and other channels to coordinate various interests in the electrical industry and bring them harmoniously together to establish retail distribution of electrical materials at fair consumer prices, with a fair profit to all parties concerned.

What the plan meant to the industry's development could perhaps best be illustrated by the fact that whereas the use of electrical service in the United States in 1920 averaged $7 per capita, California, where Goodwin had initiated his campaign some ten to twelve years previously, enjoyed a per capita consumption of $40 per annum.

Advertising

To further combat price cutting, more and more dollars were being earmarked for advertising, at all levels. While actual records of promotional dollars spent by the industry are not available, advertising revenue derived from electrical appliance promotions by 36 leading magazines of the day increased more than fivefold from 1914 to 1920. Total dollars spent in those magazines in 1920 amounted to $2,500,000, compared with $469,256 in 1914.

Credit

Talk of tight money, high interest, etc., was also quite prevalent in 1920. Interest rates were running anywhere from six to twelve percent, depending upon which part of the country you were fortunate or unfortunate enough to be in. In the eastern section of the country rates were running from six to eight percent, the South, Midwest and Pacific from eight to ten, and the Rocky Mountain states from eight to twelve.

The banks, however, were calling in or extending credit wisely, so that the going concern was able to finance itself adequately, and thereby market its products, if, of course, it could afford the interest.

The Fabulous 20's

With the coming of the "Golden 20's," the age of experimentation ended. The era of great public acceptance was now underway, or was it?

The truth of the matter is that the fabulous 20's weren't really fabulous at all. Total dollar volume of electrical appliances (excluding lamps), during the 10 years from 1920-1929 amounted to less than the volume done in any post-World War II war year except 1946.

Actually the $485-million volume recorded by room air conditioners alone in 1956 exceeded total appliance volume in any year during this period except 1929, when sales totaled $514-million.

Relatively few of the appliances could be considered in general use

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This Was the First Electric Shop

The picture above shows the first merchandising establishment anywhere to bear the name "Electric Shop"—a luxurious and ornately decorated store opened up by Commonwealth Edison Co. in Chicago, on January 1, 1909.

This shop occupied the ground floor and basement of the Railway Exchange Building at Michigan and Jackson Boulevard. It succeeded a makeshift shop started in the 1890's which sold both wiring and electrical appliances and had an upstairs location on Adams Street.

By 1919 the management had come to the conclusion that appliances were going somewhere and decided to promote them. The first electric kitchen in Chicago was demonstrated in this shop, and an automatic electric elevator connected the main sales room to the basement store.

As a matter of fact, the merchandising sales department of Chicago Edison Co., one of the forerunners of the present Commonwealth Edison Co., was established in 1891. It was at 139 West Adams street, which were then the offices of the Chicago Edison Co., and lamps were furnished to customers on a special contract and a small appliance business was conducted.

Commonwealth Edison Co. also participated in house to house canvassing with special emphasis on selling electric irons and fans.

The Michigan Avenue electric shop, remained in operation from 1909 through 1917. Today the Commonwealth Edison's Electric Shop is at 72 West Adams St., and dates back to September 7, 1915.



BY 1918 the electric shop had progressed away from rococo surroundings and toward appliances. Rugs in this room were used for cleaner demonstrations.

at the close of the decade. The only possible exception was the electric iron, with 94 percent of the 19,967,000 wired homes owning one. Less than half of the customers had a vacuum cleaner, only about one-third a washer. These figures, of course, reflect only the more highly saturated appliances.

Hardly a beginning had been made in some of the other products. Refrigerators for instance, were in less than 10 percent of the homes, electric ranges in less than five percent, ironers in less than three percent, etc., etc.

The Coming of Radio

Probably the most outstanding development of the 1920's was the introduction of radio into the family living room. In just eight short years, from 1922 to 1929, over 14.5 million sets were sold. From annual sales of $5,000,000 in 1922, radio progressed so rapidly, that by 1929 its retail volume exceeded that of the appliance industry by more than $85-million.

To be altogether fair with this era, however, we must put it in the right perspective. Measured in terms of 1920 business, the industry actually did acquire a fairly high degree of popularity with the public. The combined volume of the appliance-radio industry grew from an almost negligible sum in 1920 to a billion-dollar-plus business by 1929.

Distribution Revolution

During the early Twenties there were nearly two-hundred different makes of washing machines being manufactured at the same time, not to mention dozens of different makes of vacuum cleaners, irons, toasters, etc. These were manufactured and thrown on the market before the public had been completely educated to their use and before any actual desire to own them was created. As a result of the inability of central stations, contractor-dealers and dealers to move the products, heavy financial difficulties developed for many of the retailers and thus the market was soon flooded with so-called "plunder merchandise."

Since the established retail outlets failed to move the volume of merchandise the manufacturers thought they should, leading producers began to dispose of their goods through department stores, chain stores, catalog houses, etc., at closing-out prices. Now these stores, in order to establish themselves in the electrical field, were picking out the most popular and fastest moving items, stocking them in volume and selling them at prices the individual merchants found hard to match.

The result was that by 1926, these stores accounted for almost one-third of all the electrical appliances sold, and, therefore, established themselves as an extremely important medium in the appliance distribution system.

This switch from a vertical type of selling to a horizontal one had a rather far reaching effect, for it made the manufacturer realize the need for a middleman. In most cases, they had appointed their own dealers, warehoused their own stock and in effect acted as both manufacturer and distributor. However, they could no longer afford the expense of shipping their goods to the thousands of retailers that were now selling the merchandise.

Birth of the Wholesaler

The first wholesalers the appliance industry boasted were electrical jobbers who were primarily engaged in servicing commercial and industrial accounts with heavy-duty equipment—motors, controls, wire, cable, lighting equipment, etc. Later giant wholesaling outlets, like G. E. Supply, Westinghouse Supply and Graybar emerged, but appliances and radio were only relatively unimportant sidelines. During the late 20's the specialty appliance distributor appeared on the scene, and with this, the distribution of appliances and radio began to assume the pattern familiar today.

The fact that the appliance distribution system was settling into certain definite channels indicated that the business was at last becoming a bit stabilized.

Problem of Margins

There were, of course, many problems confronting the industry in these early years, but one of the most outstanding was the question of discount, particular to the small dealer. He complained that it was impossible to make a profit of 25 to 30 percent, when hardware stores and department stores were selling merchandise at just about the same price he had to pay the jobber for the appliance. The large buyers, such as the department store, were going directly to the manufacturer and, basing their demand on their buying power, were obtaining the jobbers' discount. This extra discount enabled them to drastically reduce their prices, and thereby undersell the dealer.

Despite all the department store selling, the central stations were still selling by far the largest volume of business of any one class of dealer. Although actual figures are not available, utilities were generally considered to be handling about half of all appliance sales.

Built-Ins and Color

Built-ins and colored appliances are two more of the so-called modern innovations that were being peddled back in the 1920's.

With a fairly high number of new homes being constructed, manufacturers began to interest themselves with the idea of builders installing a built-in kitchen in each of these new dwelling units and including these installations with plumbing and other permanent fixtures on the mortgage. The idea met with moderate success in some areas, but was given the cold shoulder in most localities by the builders.

During the late 20's many manufacturers began to add color to their appliances, "to make them more acceptable to feminine taste." This, of course, proved a colossal flop.

The reason it failed is not quite clear, however. Possibly the manufacturers decided that the cost of the increased inventory necessary for such a venture was too great, or perhaps the housewife, associated white with cleanliness and just wouldn't accept color. In any event the experiment failed and wasn't tried again until recent years.

Another of the major problems affecting the sale of electrical appliances was the failure of manufacturers to use a standard plug and receptacles. In an average dealer's store there were likely to be a dozen different types of attachment plugs —round, square, parallel-prong, tandem-prong, folded-prong, bow-legged prong, and what-not. The receptacles in the homes of the public were equally varied, which caused so much inconvenience to the consumer that they were rather reluctant to purchase any appliances.

One further problem confronting the electrical industry was the variety of currents, frequencies and voltages being used during this period. There was absolutely no standardization, with current often varying from town to town and quite likely within the city itself. This not only affected the consumer, but the electrical trade as well, for they were required to carry duplicate stocks of appliances and lamps for various voltages, as well as parallel stocks of motors and motored appliances for different currents and for different frequencies.

As the industry approached the 1930's there was a feeling of great optimism being displayed by most of the industry leaders, who were looking forward to new advances in 1930. And why not? The appliance, radio business had enjoyed increasing sales throughout the past decade. Then, of course, came the historic stock market crash in October, 1929, and the rude awakening.

The Chaotic 30's

The appliance-radio industry, along with business in general began an almost immediate decline following the crash of the stock market in 1929.

In the first full year of business following the crash, the dollar volume of the combined appliance-radio industry plummeted almost 30 percent from the $1.1-billion volume of 1929. Further declines were recorded in 1931 and 1932, with the latter dropping to the lowest point in a decade.

The reason for this recession, depression, or whatever you wish to call it, is generally ascribed to the terrific drop in consumer purchasing power. Possibly an even greater deterrent to appliance sales was the virtual impossibility of dealers to get installment finance accommodations. This was generally true of the smaller dealers, who were forced out of business because they could not finance their installment paper. Business failures reached an all-time high, and the appliance-radio business followed the same pattern.

Stoppage of credit at the dealer level was felt at all levels—manufacturer, distributor, dealer. Thus, starting with the dealer's financial difficulties, the entire industry was affected, with the result that the dollar volume of the appliance-radio business dropped to less than $400-million in 1932.

Prices at the Bottom

Manufacturers, meanwhile, in an effort to stimulate selling, lowered prices generally. Refrigerators, for instance, sold at an average of $195 per box, compared with close to $300 a few years earlier. Washer prices dropped from $113 to $59, vacuum cleaners from $50 to $40, etc.

There were many casualties among the ranks of the manufac-

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The Industry Has Never Stood Still



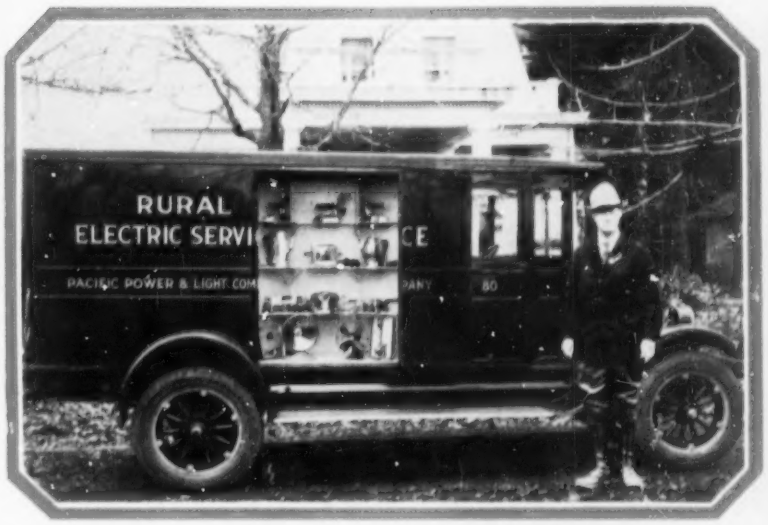
DEMONSTRATION WAGON



DOOR TO DOOR CARRIAGE



HAND CART



DEMONSTRATION TRUCK



TRAILER

turers, but these low prices did stir up business enough to end the downward curve.

The year 1933 was the turning point. The overall appliance-radio business showed an increase of almost $150-million over 1932. But it wasn't until 1937 that the industry returned to the $1.1-billion level of business done in 1929.

Nineteen-thirty-eight was a disappointing year for the electrical appliance-radio industry. Total volume of business dropped over 38 percent to $770-million, compared with $1,245,000,000 in 1937.

Overproduction in 1938

The reason for this tremendous decline may be traced directly to over-production during the two preceding years, rather than non-acceptance of the products on the part of the consumer. Going into 1938, there was an extremely heavy inventory at all levels. It was only natural that manufacturers, after experiencing rather lean years during the depression, would accelerate their output beyond the actual consumer acceptance of their goods. As a result, few manufacturers escaped without heavy losses.

The Progressive 40's

As the nation entered the 40's an almost complete recovery had been made from the recession of 1938. The appliance-radio industry was once again a billion-dollar-a-year business, having increased volume by more than 35 percent in 1939 over the $770-million of 1938. The years 1940 and 1941 marked a continuation of this upward trend in sales, and in 1941, the appliance end of the business accounted for over one billion dollars ($1,064,533,939) in sales for the first time. Needless to say, overall appliance-radio business in the same year reached record proportions with a volume of almost one and a half billion dollars.

Appliance Steel Goes to War

The entrance of the United States into World War II in December, 1941, however, brought about an almost complete halt in business. Since the appliance industry depended almost entirely on strategic materials, such as steel and copper, the War Production Board discontinued manufacture of all but a few devices early in 1942.

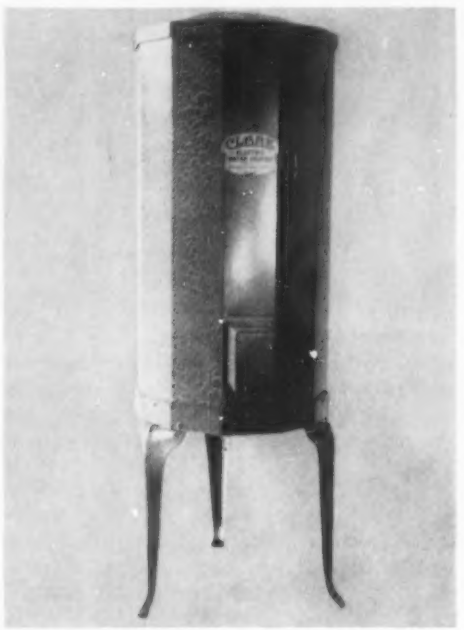
Now during the war, with scarcely anything being sold, great backlogs of orders for new refrigerators, ranges, washers, etc., were building up on all levels. This, of course, virtually assured the industry of an enormous amount of business when the war ended.

Although the war had brought a halt in the production of consumer goods, manufacturers were by no means idly accepting their fate. They continued development of new devices, redesigned or improved the already established items, or in other words tried to ready themselves for the post-war period and the boom that would accompany it. Among the products that were being developed or improved upon during this period were such items as TV, clothes dryers, food waste disposers, room air conditioners, freezers, dishwashers, and many others. There had been some TV pre-war, just as there were room air conditioners and dishwashers, but they were virtually unknown, never having experienced the mass public acceptance that such items as refrigerators and washers enjoyed. Clothes dryers, food waste disposers and freezers were unknown before the war, but took hold rather quickly during the post-war boom. Automatic washers should also be added to the list, although Bendix marketed them rather successfully dur-

These Were Among the First



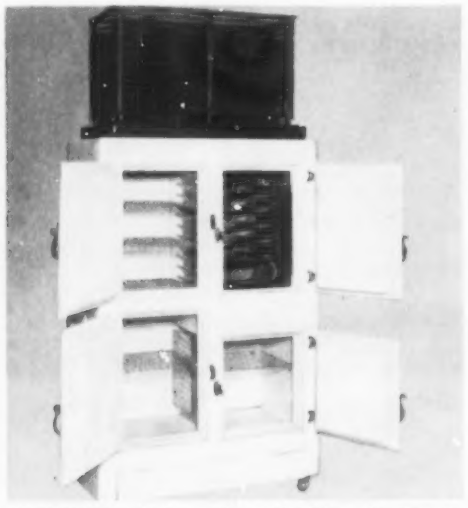
HOOVER UNIT of 1908, called a "suction sweeper," combined massive proportions with considerable weight. First vacuum was developed by John S. Thurmond in 1899, carried a step forward by James M. Spangler, about six years later.



DEATH KNELL for the old-fashioned pot-stove water heater was sounded with the introduction of electrically operated units. One of the first was the Clark, built in 1918 by Clark Osterheld at Stoughton, Wisconsin.



COOKING BY ELECTRICITY in individual fryers and bakers had its first practical application at Columbian Exposition of 1898. Not until 1910, however, was the electric range in its present form developed by George A. Hughes, shown above with original unit.



PREDECESSOR of the modern Frigidaire, the Domelre was sold during the years 1913-14. The first successful air cooled refrigerator, the Domelre followed styling of earlier icebox, with addition of compressor unit on top.

ing the late 30's and early 40's, having sold over 300,000 during this period.

Return to Normalcy

Although 1945 saw the official end of World War II, it wasn't until 1946 that the industry began to attain some semblance of normality. Restrictions that had been placed on strategic materials in 1942 were lifted late in 1945, but most manufacturers faced a monumental task of completely retooling before they could resume production of consumer goods. As a result, it was 1946 before any substantial quantities of goods were allocated to the dealer.

Thus in 1946 the industry sold a record number of appliances and radios, carrying a retail value of more than $2.2-billion. Although this was almost double the pre-war high, it failed to reach the level most industry leaders expected.

Considerable disappointment ensued, but it took only a bit of searching to find the answer. Manufacturers had geared themselves for this so-called pent-up demand purely on the basis of registered buying intentions of the public, who had gone from dealer to dealer declaring their post-war wants.

Duplicated Wants

This tremendous list of names that had been accumulating throughout the war, was regarded by most dealers as their personal backlog of business, and was, in some cases, the sole criterion upon which manufacturers based their output.

The fallacy of this reasoning was quickly brought to light, when it was realized that not only had there been an immense amount of duplication in registration, but a large number of the names had been registered some years before and by that time many new influences were affecting their buying decisions.

Enter the GI

Accompanying this rise in sales was a tremendous increase in the number of outlets handling appliances and radios. Just before the war there had been only slightly more than fifty thousand retail establishments of all types selling electrical appliances, but the great influx of GI's returning from the war quickly swelled the ranks. Many of these GI's opened a store on little more than the proverbial shoestring, and of course, thousands failed. But many remained, and as a result the industry was introduced to a whole new set of merchandising outlets. Prevalent among these new merchants was the "discount house." This type of retailer cared little for specialty selling, door-to-door techniques, and the various other methods pre-war dealers had used to sell their products. Their greatest concern was to move the largest volume of goods possible regardless of the amount of profit derived.

This caused a great repercussion among so-called legitimate dealers, who suddenly realized they weren't moving as many goods as the "discount house" down the street. The rather often-used adage "if you can't beat them, join them," was the consequence, and a wholesale slaughter of practically all existing price structures as well as an almost complete disregard of any fair trade practices followed.

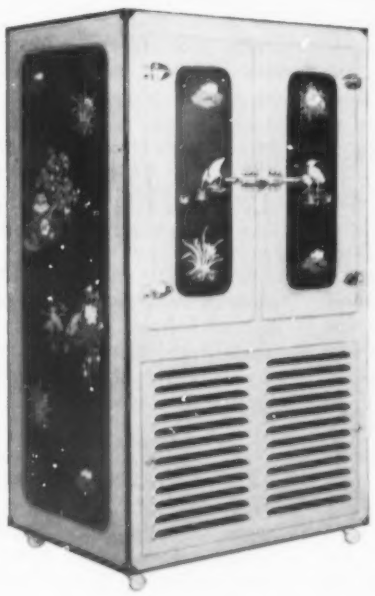
Of course, this was by no means an instantaneous reaction on the part of all retailers. It came about

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In the Twenties An Emphasis on Merchandising



DEALERS of the mid-1920's were riding the crest of a wave. The replacement market was becoming more and more a factor, and the manufacturer was catering to public demand with a greater variety of design and products.



COLOR was added to appliances during the late 1920's, "to make them more acceptable to feminine taste." Back in 1925 Frigidaire was marketing this refrigerator, hand painted in red, black and gold.

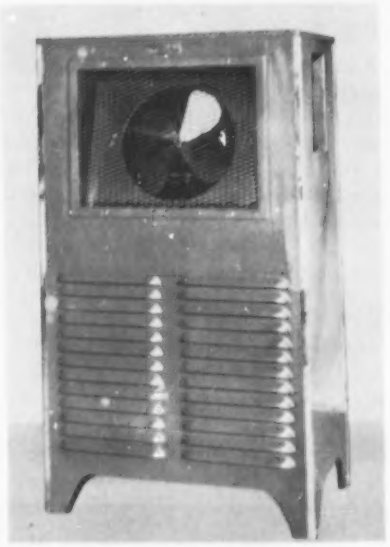

The New Kind of Electrical Jobber Is Making Merchants First, Then Sales

IN JUNE, 1920, Electrical Merchandising published its first article on the specialty electrical appliance distributor. The company, Milner-Flower of Buffalo, N. Y., emphasized the thinking of the day, educate the appliance dealer first, then concentrate on sales.

MODERN APPLICATIONS OPENED UP A NEW WORLD OF APPLIANCES.....



IMPORTANCE of the breakfast hour in the average American's thinking was answered by Toastmaster with the introduction of the first automatic pop-up toaster in 1926.





TELEVISION answered the consumers' need for a new entertainment medium, RCA's ten-inch screen was typical of the styling of early post-war period.

NINETEEN TWENTY-NINE'S firsts in the electrical appliance field included Frigidaire's room air conditioner pictured left. This was a self-contained package unit.

THE FIRST 50 YEARS CONTINUED

only after business shifted from what had been a seller's market to a buyer's market.

The Bonanza Years

The years 1947 and 1948 saw a continuation of the so-called seller's market. Total appliance, radio and TV volume rose from $2.2-billion in 1946 to $4.2-billion in 1947, to $5.0-billion in 1948. These three years from 1946 through 1948 were characterized by rather large demand, low operating costs and relatively high net profits for most retailers. The post-war dealer hired and trained few salesmen; had virtually no credit losses—he sold for cash; he needed no reserve for inventory losses—goods were sold as soon as they hit the floor; and, finally, his advertising expenses were almost non-existent. The year 1948 marked the turning point, however, with the second half of the year beginning a downward spiral in many important categories. The artificial demand built up during the non-productive war years had been satisfied. It was only then that the "legitimate" dealers began to feel the impact of the discount house.

Builders Turn Dealers

Adding to the dealer's ever mounting problems was a new menace, the building contractor. Builders—a long forgotten medium of distribution—began to assume a new status after the war because of the enormous house building programs. Many builders put up anywhere from 50 to 500 or more houses a year and should, therefore, be entitled to a quantity discount. But the great majority of builders actually constructed as few as one to five houses a year. It is this latter type that represented the real thorn in the dealer's side. These builders frequently asked for and received discounts at lower than the legitimate dealer's cost. Knowing they could buy at less than dealer's cost, builders often bought far in excess of their needs and sold them out the back door. For all practical purposes then, the builder was in the appliance business, and in direct competition with the dealer.

As a result of this increased competition from discount houses, department stores, builders, etc., dealers were often forced to give excessive trade-in allowances, sell at off-list prices, and so on, in order to keep on a competitive footing. As a consequence dealer's net operating profit, according to the NARDA Costs-of-Doing-Business Survey, declined to 4.6 percent in 1948, compared with 8.5 percent in 1946 and 6.8 percent in 1947.

Year of Indecision

The year 1949 was referred to in the pages of ELECTRICAL MERCHANDISING as the "Year of Indecision." It was the industry's first setback in the postwar boom period, and had many experts predicting another depression. Others, of course, contended that it was merely a period of readjustment. Actually the industry was in the midst of a rather serious recession. Total dollar volume in 1949 slipped more than $500-million from the record $5.0-billion of 1948. While this $500-million drop in business was a sizable loss in itself, these figures don't tell the whole story.

Completely obscuring an alarming decline in sales of such bread-and-butter items as electric ranges, washers, water heaters, ironers, etc., was the fantastic rise in popularity of some of the newer products, most noteworthy of these being television.

The tremendous public acceptance of TV is best illustrated in the tabulation that follows:

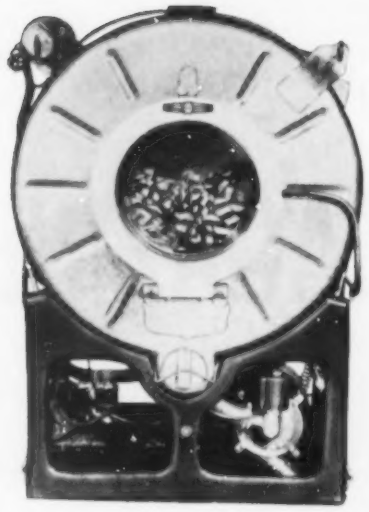
Year	*Unit Sales*	*Retail Value*
1946	6,500	$2,000,000
1947	178,000	83,500,000
1948	975,000	383,000,000
1949	3,000,000	970,000,000

Automatic washers, freezers, room air conditioners, clothes dryers and portable mixers are a few more of the new appliances that recorded fairly substantial gains during this post-war period.

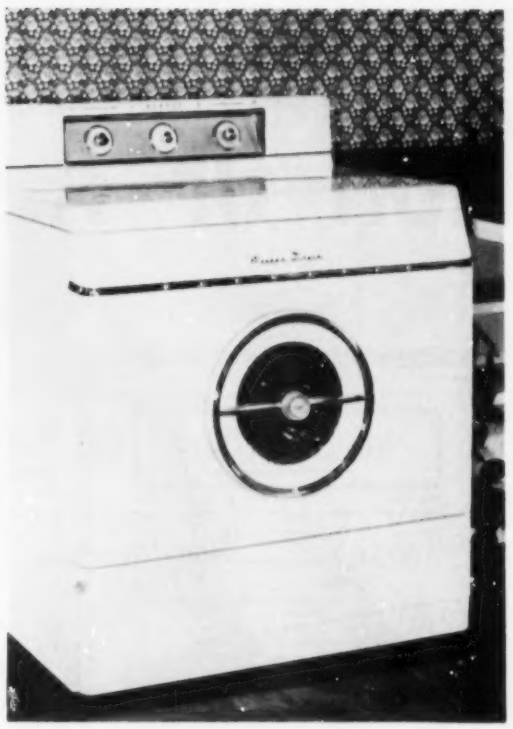
Korean Boom

Still another factor that tends to overshadow the industry's perilous condition in 1949, was the wave of war-scare buying that swept the nation following the outbreak of the Korean War in June 1950. With the memory of the World War II shortages still fresh in the minds of the public, the outbreak of hostilities in Korea triggered a rush of panic buying that boosted appliance-radio-TV volume to an unprecedented $7.4-billion in 1950.

Up until the end of June, sales



THE WASHING MACHINE, long in process of development, took a long step forward with the introduction in 1937, by Bendix, of the first automatic.



FIRST of the almost humanly endowed appliances was the automatic washer-dryer. Unit was a post-war development, first marketed by Bendix in 1953.



ELECTRONIC RANGES ushered in a completely new concept in cooking. Manufacturers of units like the Tappan, above, predicted they would eventually completely eclipse older methods.

had been fair, but not sensational. Then it happened—TV, washers, refrigerators and ranges began to sell at an even faster pace than in the golden year of 1948. Again the need for creative selling, for market building became unnecessary, with some of the dealers publicly admitting that they wouldn't have to cut prices any more.

Dealers were worried about scarcities and some were trying to beat the government to the punch by stockpiling.

This war-scare boom was of relatively short duration, however. Although production continued at a record pace in 1951, sales began to slip noticeably. Inventories began to pile up once more, and dealers were again faced with the realization that prices would have to be cut. Prices were slashed, but even this failed to induce the public to "get out and buy."

As a result, total dollar volume of the appliance-radio-TV business in 1951 declined almost 17.5 percent, to $6.1-billion from the record $7.4-billion registered in 1950.

The effect of this price cutting was similarly felt at the dealer level. The plight of the legitimate dealer is rather convincingly illustrated in the NARDA Costs-of-Doing-Business Survey, which shows the dealer's net operating profit plummeting to 2.9 percent, compared with a robust 6.0 percent in 1950.

The year 1952 proved no better than the preceding one, although the industry's dollar volume did manage to show a modest 1.1 percent increase.

Now it seems a bit ironic that only a year or two earlier the chief concern of most appliance dealers was that, due to military requirements, they might not have a sufficient quantity of goods to sell. Instead of too few, there were now too many. Dealers began to lower prices even more drastically, and, of course, failures began to multiply.

Pickup in 1953

The year 1953, however, witnessed the resumption of what could be called "normal buying," as the industry registered a 16.9 percent increase over 1952 sales. Led by the radio-TV end of the business with sales of almost $2.3-billion, the combined industry volume climbed to $7.2-billion in 1953, compared with the $6.2-billion volume of 1952.

In order to bring about this return to "normal buying," dealers were forced to sacrifice part of their net operating profit. The NARDA Cost-of-Doing-Business Survey shows the dealer's profit dropping to an all-time low of 2.3 percent in 1953, compared with 3.2 percent in the previous year.

The year 1954 was just about on a par with 1953 as far as overall sales are concerned. The industry's dollar volume did show a slight decrease, to $7.1-billion, but all-in-all the year compared favorably with 1953. The same problems that had been plaguing the industry since the end of the war were still very much in evidence. Of prime concern were the discounters, once thought of by legitimate dealers as a short-term phenomenon, but which were now very definitely in the picture, and contractor-builders who continued to garner millions of appliance sales annually.

In 1955 and again in 1956, the appliance-radio-TV industry broke all previous sales records. Total dollar volume amounted to $8,378,170,500 in 1956, compared with $8,256,222,700 in 1955 and $7,062,695,000 in 1954.

Despite this fantastic volume of business, however, it might be well to recognize the fact that the industry was doing business at less and less profit. In the midst of the greatest boom ever experienced by the industry, more failures were being recorded, more people were quitting the business, and more people were barely eking out a subsistence than ever before. In addition, a number of manufacturers either folded completely, merged with stronger units, or were contemplating similar moves.

The most notable trends during these two years which might be expected to continue were the spreading of discount operations; the declining importance of state Fair Trade laws; the continuing trend toward centralized service; the rise of retail buying groups to combat the advantages of mass retailers; and the continued growth of new products.

Summary, 1946-1956

From the end of World War II through the present day, the appliance, radio-TV industry has experi-

(*Continued on page* 179)

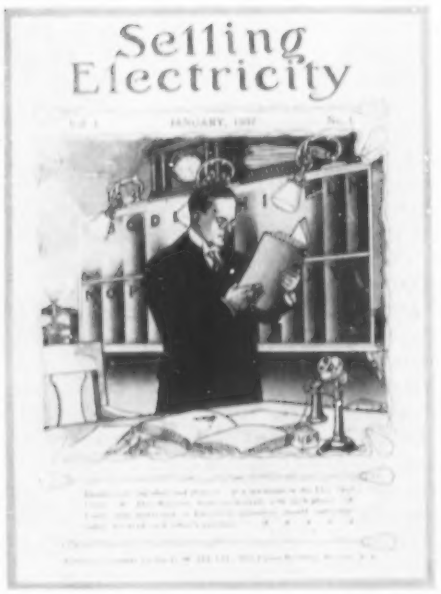
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EVOLUTION OF A MAGAZINE

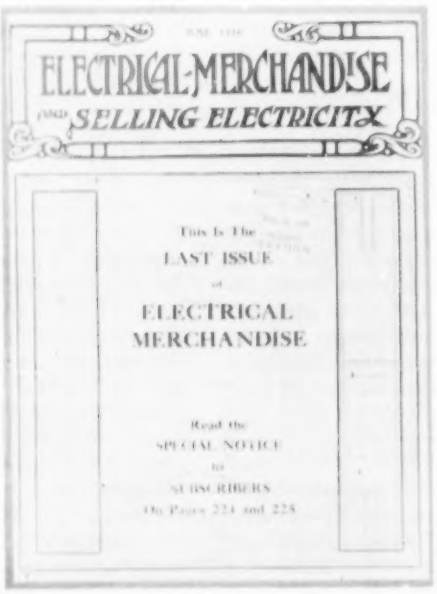
Born to serve a yeasty, explosive industry, Electrical Merchandising changed, struggled, brawled and grew with it. Some of the things it did, some of the things that were done to it, some of the causes it supported between 1904 and 1936 are reflected in these pictures.



EARLIEST forerunner of Electrical Merchandising was started in 1904 by Frank B. Rae, Jr., as "a business magazine for central station men," emphasized in this January, 1905, issue that "business is made, not found."



1907—Direct ancestor of EM was published by the C. W. Lee Co., commercial engineers and advertising counsel for utilities, and edited, like its predecessor, by Frank Rae. First issue in January, 1907, had 52 pages.



JUNE-JULY 1916—Big change in the publication came in 1916. Rae had been so successful with his magazine that he had divorced it in 1912 from the C. W. Lee Co. and changed the name, but, as he wrote, "The industry has come to demand a commercial electrical paper of a calibre larger than this one-man magazine of ours could hope to attain." So he sold it to McGraw-Hill Publishing Co. and it became Electrical Merchandising.

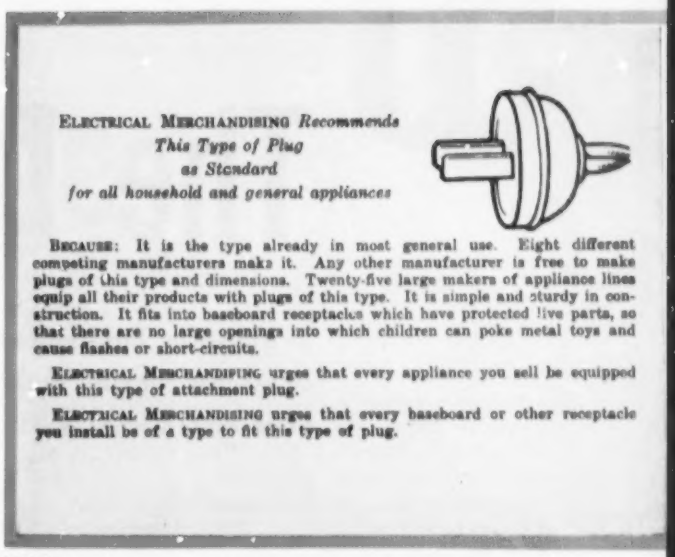




Two Billion Dollars of Electrical Merchandise Sales in 1920

Business Estimated This Year to Reach $18 per Capita†

1920—First statistical report ever published was an estimate of 1920 sales, appeared in the March issue of that year. Although total dollar volume exceeded $2-billion, figures included such items as street lighting, motors, contractor labor, farm lighting plants, etc. The cartoonist took great pride in the fact that electrical power sales only totalled $600-million and the editors emphasized the fact that merchandise sales averaged out to $18 per capita.



ELECTRICAL MERCHANDISING *Recommends*
This Type of Plug
as Standard
for all household and general appliances

BECAUSE: It is the type already in most general use. Eight different competing manufacturers make it. Any other manufacturer is free to make plugs of this type and dimensions. Twenty-five large makers of appliance lines equip all their products with plugs of this type. It is simple and sturdy in construction. It fits into baseboard receptacles which have protected live parts, so that there are no large openings into which children can poke metal toys and cause flashes or short-circuits.

ELECTRICAL MERCHANDISING urges that every appliance you sell be equipped with this type of attachment plug.

ELECTRICAL MERCHANDISING urges that every baseboard or other receptacle you install be of a type to fit this type of plug.

1920—Early campaign conducted by the magazine was an effort to persuade manufacturers of appliances to stabilize voltages and convenience plugs. Repeated on many pages of the 1920 issues were messages like this.



WHO PROFITS?

The lure of the low price resentment over poor quality

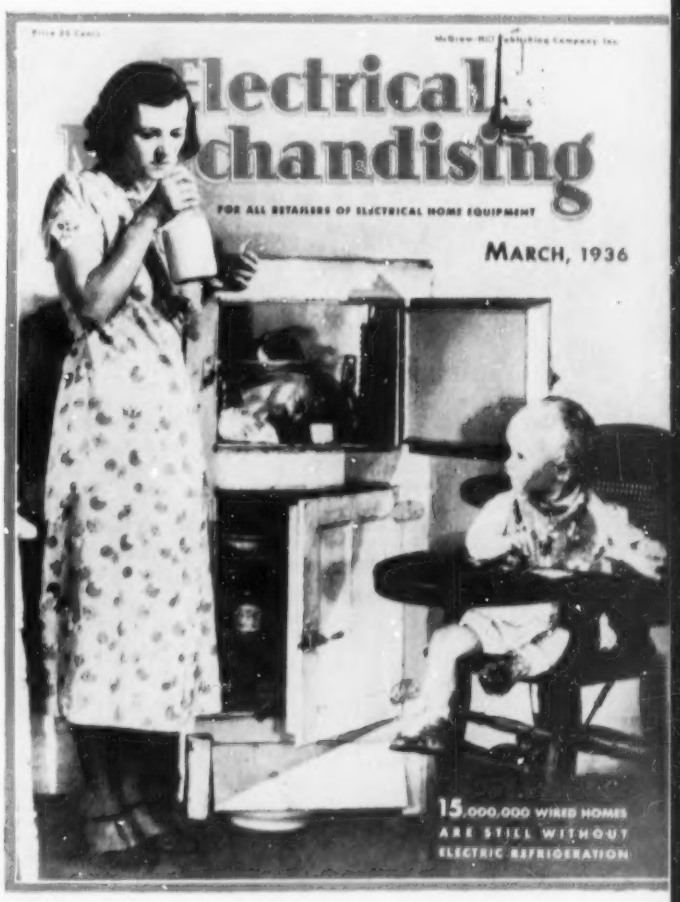
1929—Substandard appliances threatened to create general public distrust of appliances in the late 1920's so a series of articles like this one was run to convince the industry that it was in its own best interest to build good products. Several representative cheap appliances were purchased and sent to the Electrical Testing Laboratories which discovered that the $1 toaster shown here was so dangerously unsafe that the table stove would burn the table underneath it.



REMOVE *The* BARRIER

No!
We'll Buy a
Gas Range
It costs us Nothing to Install

1930—Most successful editorial campaign conducted in 1930 was an effort to persuade utilities to offer free wiring allowances so that electric cooking could compete with gas. As a result of this and other articles several utilities opened the way, among them the Washington Water Power Co., Boston Edison, Western Mass. Companies, Pacific Power & Light.



Electrical Merchandising

FOR ALL RETAILERS OF ELECTRICAL HOME EQUIPMENT

MARCH, 1936

15,000,000 WIRED HOMES ARE STILL WITHOUT ELECTRIC REFRIGERATION

1936—Graphic cover of 1936 made a strong—and controversial—appeal for the abolition of the ice box on the ground that it was a danger to health. Despite storm of partial protest, Editor Moffatt kept his job until his death in 1948.

End

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The Development of

A group of old-timers in the industry reminisce about the development of electric cooking and the history of the range industry during the period prior to World War II

By TOM F. BLACKBURN

COOKING with electricity has been talked about so long it almost had a blue sky reputation when it finally arrived. There was a banquet cooked by electricity at the Cannon Street Hotel in London on Friday, June 15, 1894. In 1893 at the Columbian Exposition at Chicago there was a complete electrical kitchen, but all the heating devices "blew up" when used, and were never sold to the public.

What was needed was a heating element which was inexpensive and would stand up. Platinum was too costly. Alloys of iron or copper oxidized unless embedded in enamel. Others melted in the high heat.

So when A. L. Marsh came out of his laboratory, the corner was turned. By 1914 there were these firms making domestic cooking and heating appliances, which would work:

American Electric Heating Co.
General Electric Co.
Simplex Heating Co.
Automatic Electric Cookery Co.
Westinghouse Electric & Mfg. Co.
Hotpoint
Hughes Electric Heating Co.

Basis for Electric Heating

While working for the Porter Storage Battery Co., Waukegan, Ill., Marsh became interested in thermocouples. It is a device which changes heat into electricity and has even been used to take the place of batteries. He had come into possession of several types of metals and decided to do some experimenting. Back in his head was the idea that if he could change heat into enough electricity, he might work a revolution in the automobile field.

In trying to generate electricity with thermocouples, Marsh got enough juice to produce the spark that would fire a gasoline engine and ring a doorbell. However, he found that the thermocouple was more effective in producing heat than electricity.

The metal chromium intrigued him. He was able to get some of the crude powdered metal—a black powder—from E. H. Sargent of Chicago. But he had no facilities for melting it. A blacksmith came to his rescue. Marsh bought a crucible from E. H. Sargent and built a cupola on the forge. This shop was located at Jackson, near La Salle St., in Chicago. The crucible was buried in the coal and Marsh went to town getting up all the heat he could because the melting point of chromium is 2,450 deg. It took 2,646 deg. to melt the nickel with which the powdered chromium was dissolved. After pouring the alloy into a mold, Marsh cut out chips with a hacksaw.

This alloy was the first resistance metal which would stand up under high temperature. It can truly be said that Marsh made the heating device practical. William Hoskins, a consulting chemist, of Chicago, permitted Marsh to use his laboratory for more work. Here was developed an electric furnace capable of melting four to five pounds of alloys. The University of Wisconsin also had an electric current furnace which he was permitted to use.

"You have no idea how difficult it was to work this metal," said Marsh.

"That is the reason so little experimentation had been done with it. We finally got the stuff ductile by keeping carbon away from it. We made a crucible of graphite, with a lining of magnesium oxide, and put the whole thing over an electric arc."

Marsh set up his operations at 93 West Erie St., Chicago. He bought a small cold rolling mill of the type used by jewelers. This was employed to roll down alloys into wire ⅛ in. square.

The firm first turned to the business of producing temperature measuring instruments. People in tool hardening shops used their eyes in determining heat. Marsh came along with a calibrated barometer which permitted close temperature measurements. It was an instant success.

The Marsh interests were moved to Detroit in 1908. Because he had been sponsored by William Hoskins, it was named the Hoskins Manufacturing Co. in honor of the older man who had supplied laboratory facilities and capital.

Marsh sent out samples of his resistance wire (which was patented on Feb. 6, 1906, No. 811859), to various firms for experiments. The first use of the new resistance was in the manufacture of small electric furnaces for laboratory use.

Lawyers and business men will find one of the most enlightening annals in the patent litigation that Marsh went through. The constructive diplomacy of Owen D. Young of General Electric made itself apparent at that time, when the suit was settled in 1915, after three volumes of patent testimony had been taken. An agreement was set up whereby a firm took over the Marsh patent and licensed others to use the nickel-chromium resistance wire. This encouraged licensing and was so constructive that it gave the entire heating appliance business a push forward. The celebrated Marsh patent expired in 1923, and the industry was well on its way by then.

Road to Success

George Hughes, inventor of the electric range, pooh-poohed the title of inventor. "It was my ability as a publicity man and knowledge of the utility business that enabled me to put the electric range over. I did not invent anything. I merely adapted something invented by somebody else," he said.

Had George Hughes not been taken as a baby to the Dakota Territory shortly after he was born, April 14, 1871, he would never have appreciated the vast extent of territory of United States and Canada that cannot be served cheaply by gas. Had he not gotten into the utility business when he helped to convince the Fargo, No. Dak. town council to grant a power franchise, George Hughes would never have been in a position to realize the need for an electrical device to cook on out in those treeless areas where fuel was scarce and distances long.

It was in explaining to people who formerly had spent 25¢ every day or two for kerosene that their monthly bills would be lower with electricity that he brought into play his capacity for controlling publicity and creating it.

"None of the pioneers in the utility business had any idea of how fast their business was going to grow," said Hughes. "The fact is, the utility business doubled every five years. So when we sold our plant in Fargo, North Dakota, we thought we got a pretty good price, but a few years later we were to see it worth ten times that amount."

George Hughes went to Minneapolis with his profits, started in the cement block manufacturing business and lost his shirt. He came to Chicago as a manufacturer's agent, and was scratching around for ways and means to stretch his income when he read about the Marsh nickel chromium alloy.

So George Hughes bought a gasoline stove, and started hanging

the Electric Range

around the electric shop of Arthur Wagner, on South Dearborn Street, in Chicago, to get a few pointers. "I was only a monkey wrench mechanic," he said. He put his first heating element in a brick of asbestos compound, held together with sodium silicate (water glass.) An electrical engineer, now dead, named Caven, helped him. The brick was all right but ultimately the heat ruined the silica and it fell to pieces. The difficult job of the time was to measure the resistance of wire.

George Hughes put together five electrical ranges in a loft building on West Superior St., in Chicago. With these five ranges—his whole stock—he then opened a display in the N.E.L.A. exhibit held in the Armory in St. Louis in 1910.

Passersby watched him cook his bacon and apples—the first food prepared on his ranges—and stopped to talk.

"I formed a company after the close of the exhibit, calling it the Hughes Electric Heating Co.," said Hughes. "We arranged to issue $50,000 in stock. Those bold souls who subscribed to our stock later took out $17 for each dollar they put into it, when we sold our company to General Electric."

Foreseeing the rise of the electric heating type of appliance, General Electric Co. brought together the Hotpoint Company (which had been making electric flatirons and table appliances, at Ontario, Calif.) and Hughes' company to form a new corporation to which it turned over all of its heating device section. So, in 1918, George A. Hughes became president of the Edison General Electric Appliance Co. (today called Hotpoint).

The First Sale

In far-away Billings, Mont., Jack Roche, who managed the utility in that city, brought home a carload of Hughes electric ranges, loaded them into a van covered with a sign that read, "Electric cooking has arrived in Billings," and paraded down the street behind the van.

He installed a range in the utility office, hired a bewildered housewife to do cooking on it, and when she fluttered about with the unfamiliar device, he purchased loaves of bread from a nearby bakery, stacked them in the window as a display.

Jack Roche was George Hughes' first customer.

Westinghouse and Everhot

Utility men told Westinghouse that they couldn't stand a draw of more than 5 or 6 amperes in the home. The ideal type of range, they said, would be some kind that stayed hot all the time, and made no excessive demands on the utility's power system at meal times.

As a consequence, Westinghouse started to work on a storage type of electric range. The idea was to put the heat in the range at a constant rate satisfactory to the utility. The housewife was to take it out as needed. This was thought necessary at the time as most houses had #10 gage wire running into them and burned only a few incandescent lamps. Something was needed to use power when the lights were not turned on. The 24-hr load of 5 amps was about all that could be carried and most utilities, around 1914, didn't envisage jumping their investment in plants.

The first Westinghouse electric range, therefore, was actually a gas stove made over and using 3 to 4 kw. Now the problem of the engineers was this: If you are going to provide for a continuous heat, you had to allow for radiation loss. It is harder to insulate against heat loss than for electricity. There is no insulation you can put around a hot body that will keep the heat in. For heat flows through everything, even radiates across a vacuum.

The Westinghouse range experimenter tried many methods of storing heat. Salt and even rock were used, and finally it was discovered that a chunk of cast iron held heat best. It rested in an insulated box which had lids over the four holes. By pushing a lever, a piece of hot iron came up to the surface and a frying pan could be set on it. The iron was around 700 to 900 deg in temperature, which the cooking dropped, but not too much.

It was found that a heat storage type range took 50 percent more energy than direct electric cooking. Nor did the public cotton to the idea of a range containing a red hot chunk of iron. During the experimental period a home economist was hired to cook meals over the new stove, but it was always noted that she preferred to go home and cook her own meals on a different type of stove.

From an economic standpoint, it was found better to take electricity from the line and throw it into food in the form of heat as needed than to store it up and have a continuous loss.

Lloyd Copeman had the idea of an electric fireless cooker. He put a clock on a thermostat switch and thus got away from the straight fireless cooker idea. His first range was built of wood, and he got a patent on his principle. Westinghouse, in giving up the storage of heat idea, made a deal with Copeman and bought out his firm in 1917.

There were only 5,219 ranges made during the year 1917. Early day workmen made them by bending metal. It was not until 1925 and 1926 that the electric range volume of Westinghouse got large enough to justify a real tool-up job. Single dies costing as much as $5,000 and single presses ran up to $25,000, and the maker had to have a quantity market to justify the investment.

"Dutch Oven" Range

Over in Europe, in places like Switzerland, which have plenty of water power to turn dynamos, a lot of the early use of electricity for heating began. They had tea-kettles, water cookers, hot plates, single and even triple-ovens. The heating elements for these devices were insulated with mica or buried in clay. They were slow, but they worked.

The first Westinghouse range could almost be called an electrified ice box. It was wooden. However, this first Westinghouse range was completely automatic and had both time and temperature controls. Current was turned on at a predetermined time and turned off at a predetermined temperature.

Oldtimers called it a "Dutch oven." It cooked on contained heat. The insulated oven piled up heat which first seared the meat and then cooked it.

Most ranges were made of cast iron in solid stove tradition.

Early Westinghouse men were rather courageous in taking a chance on porcelain enameling in an oven. Many folks said that the chips would shower off through heat shock and some would get in the food and kill some of the good customers. Early ranges were finished in black japan, with porcelain enamel outer panels. The first all porcelain enamel range was unveiled for the public in the year 1923. These panels incidentally, were coyly flapped over cast iron and sheet metal. There was cast iron on the oven door. Salesmen wanted a door to "clang" when it was closed.

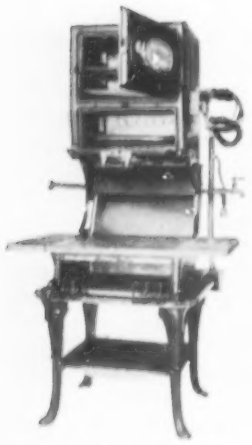
The early ranges were always black and white. When Westinghouse started going after apartment house business in 1926, the policy on color was loosened, and by 1927 Westinghouse ranges blossomed out like rainbows. Even red models were made.

Legs on ranges started disappearing in 1926. Westinghouse that year brought out cabinet models.

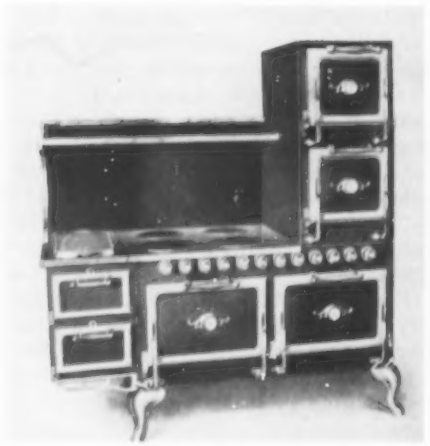
As late as 1929, Westinghouse range thermostats had numbers on the dial. They didn't dare in those days to put down exact temperatures, for it was a job to figure out just how to calibrate a thermostat. It was a terrific battle to lick the thermostat. Too thin metal will pick a 'set' and will tire out. Result is, you don't get temperatures that you set the thermostat for. Bimetal will not curl in the position intended. The difficulty was finally licked by bending a piece of bi-

(*Continued on page 194*)

50 CHANGING STYLES IN EARLY RANGES



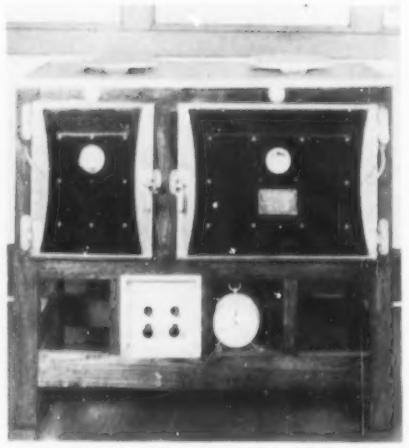
PLUGS AND JACKS controlled heat on 1909 Westinghouse range. Unit had switches by year's end.



LARGE family ranges like this were made by A. J. Lindeman & Hoverson Co. and sold under subsidiary trade name of Bon Ami about 1912. Note extra ovens, multiple control switches.



BLACK MARIA, General Electric's range of 1913, had electric heating coils imbedded in heavy metal glass. Oven had exposed heating coils.



DUTCH OVEN is what oldtimers dubbed this wooden range made by Copeman Co. in 1914. It cooked on contained heat, had time and temperature controls.

HERE IS a Rutenber range made sometime around 1913. One-piece rounded ovens and enclosed surface units were features. Oven vents came later.



GLASS PANELS in the oven, master and subsidiary heat switches were features of this apartment house range by Standard Electric Stove Co. about 1917.





MODERN Hotpoint range made in 1934 was far cry from 1909 "first" developed by George Hughes, right, with open coils in asbestos brick.

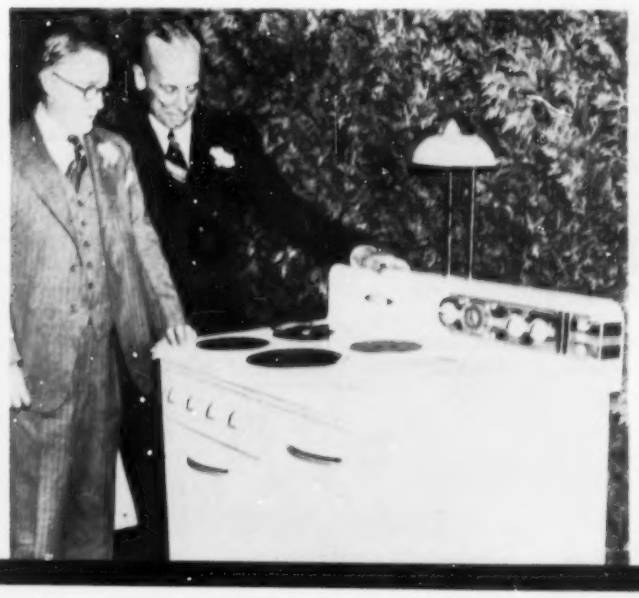


OVERHEAD OVENS in Universal ranges disappeared by the time this model came out. Note the high backsplash and the metal shells over each burner.

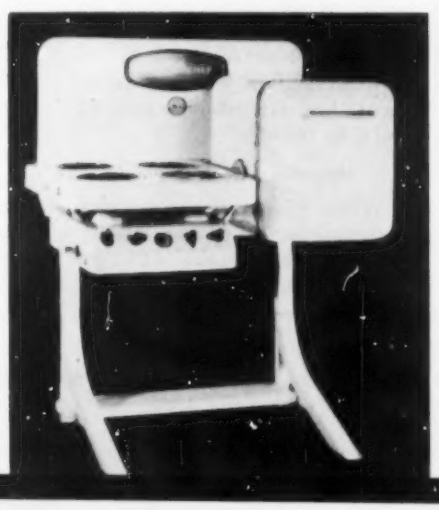


KEROSENE ancestor of modern Preway electrical ranges was built in 1929, stood on four graceful legs and provided a high backsplash.

FIRST RANGE by Frigidaire in 1937, a one-piece procelain unit, got close scrutiny from GM executives R. H. Grant, left, and A. P. Sloan, Jr.



DRIVE TO CUT price to under $100 in a modernly-styled range produced about 1930 this curved-legged, porcelcin enamel model by Electromaster, Inc.



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The Birth of the

Patents on washers go back well over 100 years ago; in this article a group of industry pioneers pool their recollections of the development of the home laundry business prior to World War II

SO accepted are today's methods of washing clothes that few people appreciate there was a time when no one comprehended them. For example, when I. Avery, of Tunkhannock, Pa., patented his wringer in May 1847, it consisted of a jigger that twisted cloth by holding on to the two ends.

The first roller affair was invented by John Allenden of New London, Conn., who booked his patent on Jan. 11, 1859.

The pioneers appreciated that squeezing water out of clothes had a cleansing action and, in fact, for years in the Tennessee mountains a device called the "Busy Bee" was sold which washed clothes by an endless action of the garment through rolls.

During the depression in the fall of 1907, A. R. Nickson put some paper on a bread board in his home in Evanston, Ill., and undertook to work out mechanically an idea that E. N. Hurley, Sr., of the Hurley Machine Co., had for producing an electrically operated washing machine.

He wrote that working out a wringer roll wringing device was the toughest thing in the job. He came up with a wooden frame holding a three-roll, reversible wringer.

The thing needed for the wringer itself was control. The first pressure controls were linked up with a screw which had been placed on top of the wringer to apply sufficient pressure to the roll. Loosening this screw stopped the squeeze action. Later on a court was to decide that the speed with which this wringer pressure was released constituted a patent.

Automatic controls for wringers were first visualized in the Hemingway patents which were taken out by an engineer in 1914 and 1917.

About 1920, the Zenith Co., the Nineteen Hundred Corp. and a few others first used the roll stop in addition to the pressure control, but it did not gain generally until 1936.

Because there is a twisting action on the rubber of the roll, the Lovell Company, Erie, Pa., perfected a method of applying different kinds of rubber to the roll so as to prolong its life.

Bar Release Improved Safety

Some people got hurt on wringers and efforts to make them safe resulted, in 1933, in the bar release, Walter Kauffman of the Lovell Company reports. "It was something you struck instinctively and got the desired result. Touch from any angle stopped the squeezing action of the roller."

The early releases caused trouble in re-setting. As one old-timer put it, "When you pressed the release the parts shot all over the basement." By 1940 wringers with toggle mechanisms tied the whole thing together and the wringer was stabilized until it worked smoothly and could be re-set with no difficulty.

Hard wringer rolls were generally used on wringers until about 1929. Manufacturers had great difficulty in making rubber stick to the steel shafts. Although soft, safe doughnut or balloon rolls had been used as early as 1927, it was not until 1934 that this became a part of virtually every washer on the market, thus ending the destruction of millions of buttons.

Wringer rolls were made of wood until manufacturers learned how many pounds of pressure per square inch were needed to extract the maximum amount of moisture from a garment. By 1937 they had established that one kind of pressure does the best work for wool, another kind for cotton, another for rayon and silk. So, in came metal wringers, which today are considered perfected, inasmuch as few new ideas have come into this field.

Early Washers Copied Hand Methods

The machines of 40 years ago only attempted to wash clothes. They shook, quivered, rolled over, splashed the water with cups, and manufacturers thought that every tub had to have ribs on it like a wash board. Inventors were attempting to imitate by machine the hand operated scrubbing board.

This tendency goes back to the first washers produced.

E. H. Smith, Pittsburgh, took out a patent in 1859 for a washing machine, No. 21,909. It was a rotary unit and caused endless trouble in tangling and destruction of the wash. However, Mr. Smith persevered and in 1863 obtained patent protection on the first self-reversible motion attachment for his machine.

The funnel-on-a-stick washing machine of 1877 was copied by the vacuum cup makers.

About 1900 the "milk stool dolly" agitator began to come into use because inventors had learned that sloshing clothes through water alone did not get them clean. This device oscillated back and forth, stirring up the surface water in the tub and the clothes which happened to be in contact with the legs. Although it was an improvement, there was still some tangling and some tearing.

Invention of the Agitator

When John Ericsson invented the propeller for use in moving boats, he hit upon a device that got a greater grip on the water than anything so far discovered. Immediately the manufacture of paddle wheel steamers and oars for boats dropped in startling quantity.

When one of the oldest washers on the market was born, made by the Hurley Machine Co., and called the "Thor," it employed a rocking motion which splashed the water through the clothes. This system was widely copied in early makes during the 1910-1920 period.

Competing with it was the milk stool dolly which had been used on hand-operated washers.

Out at Newton, Iowa, the Maytag Co. was experimenting with an improved dolly.

One of the men who was present at the time tells this writer that an assistant got the dolly in upside down by mistake. It sank down the shaft to the bottom of and tub and observers were surprised to see that it did a much better job there than at the top of the agitator.

Work was turned in this direction; fins were put on instead of milk stool legs, and an adaptation of John Ericsson's propeller was born, which was destined to revolutionize washing just as Ericsson's propeller had revolutionized steamboating.

A patent was issued to Maytag and the subsequent fight of whether or not all manufacturers should pay royalty to the Maytag Co. was one of the great rows of the 1920's.

Later featherweight aluminum won popularity and refinements in agitator types got results in a remarkable water action. One manufacturer found that in an eight lb. load of clothes, a colored handkerchief could be made to come to the top of the tub every 40 to 50 seconds. In short, every garment in the tubs was thoroughly washed.

Home Laundry Industry

In the agitator, plastic succeeded aluminum because of its smooth surface. One clever patent attorney won a patent by running two machines full of clothes for several days, and then showing that the plastic agitator caused less lint development.

From Centrifuge to Spinner

Every chemist who has ever stood in his laboratory watching the centrifuge has admired its efficiency. It was only a matter of time until this principle of extracting moisture would be applied to the washer.

As early as 1920 the Laundryette—long extinct—used this method, and the Savage came on the market with it in 1923. In 1926 Easy Washing Machine Corp. at Syracuse, New York, brought out a machine destined to be known for this quality.

The trade dubbed the new machine a "spinner," and it took its place as a desirable method of laundering.

It did a remarkable job of leaving buttons on the clothes and in gently drying almost anything. The difficulty lay in teaching the housewife how to properly load her clothes into the spinner basket. Laboratory experts always carefully load their centrifuges; Mrs. Housewife did not.

It is interesting to note that the pump, since pumps are made for old washers today, grew out of the necessity of the spinner to have one.

The Electric Washer Motor

Tom Behan, one of the founders of the Nineteen Corp., which later became Whirlpool, maintains it was the development of the fractional horsepower electric motor that brought about the creation of the washing machine.

The General Electric Co. was producing at that time an induction motor for a compressor and a vacuum tank application which was easily adapted to the new washer appliance. A motor made strictly for washing machine application was put in production in 1913. It consisted of a wound rotor which revolved while the induction squirrel cage was in the stationary part of the frame. The current was sent to the rotor by means of stationary carbon brushes riding against the revolving brass rings attached to the motor.

The year 1920 marked a milestone in the washing machine. Up until that time there were several models and ratings of motors on washers. One machine would have a certain horsepower rating of motor, which differed from all others. Another would require a different shaft for its installation. Practically every washing machine required its own special motor.

Today so standardized are electric motors that but one set of mounting dimensions are provided, regardless of whether the motor can be used in 25, 50 or 60 cycle current sources, or for direct current operation. A ¼ hp rating only is supplied.

Today, says A. W. Bartling of the fractional horsepower motor section of General Electric, the motor used in a washer is smaller physically, yet its output is 3½ times greater than the older motor. Starting torque (or effect) of the modern motor is six times that of a motor manufactured before 1920.

Formerly it was necessary for a housewife to oil the motor on the washer every time she started the family laundry. Today's motors are lifetime lubricated at the factory.

They are much quieter than those furnished 20 to 25 years ago. This comes from the use of cast aluminum type rotors, the elimination of brushes and commutators, and the use of carefully designed resilient mountings which absorb torque pulsation of the motor.

Gas Engine Days

In the early days washers were built and operated by miniature gas engines, which were largely produced by the Briggs & Stratton Corp. of Milwaukee. These were sold mostly to country people out beyond power lines. Today this business is almost an extinct one.

Why Tubs Became Steel

From the beginning it was obvious that the wooden tub was doomed. It would leak if allowed to dry out, hooks would slip and there was trouble aplenty.

The galvanized iron tub came into the picture, rolled and seamed, with the points of contact soldered. It was hard to keep clean, and the tub tended to rust after continuous use.

Copper followed, which was non-rusting, but it was found it would lose its luster and take on an ugly, corroded appearance. Bumps showed up and were hard to hammer out.

Horton, Altorfer Brothers Co., William Hogensen of Chicago Vitreous Enamel Products Co., and Terry Craig of Mullins Mfg. were among those who saw a porcelain enamel tub as the logical end of the chapter.

Pressed out of one piece of steel, it had no seams. That this could be done was unbelievable to old-timers, but steel in those days was not as ductile as it has come to be today.

Moreover, in the original way of roll seaming, enameling didn't come out very well because during the firing operation expansion and contraction caused many rejects. The process of porcelain enameling helped.

In the process of porcelain enameling tubs, a temperature of approximate 1,500 deg. F. is reached, and in a stamped or fabricated article there is a chance for warping.

An enamel high in cobalt, which has the highest affinity for iron of any known metal, is used. It imparts a dark blue color to the enamel, called "royal blue," and was the color of the first porcelain enamel washer tub. Once the tubs were porcelain enamel only on one side, but in 1927 porcelain enamel was developed to the point where its flexibility and its adhering qualities made it practical to coat the tubs inside and out. Today virtually all tubs are porcelain enamel, because of its resistance to strong washing powders and cleansers and to all temperatures of water.

Leaking Troubles

One of the early difficulties with the washing machine was the fact that tubs leaked water. On paper it looked as if you could put enough packing around the agitator post to prevent leaking, but in time the water got down and wet the motor, diluted the oil and caused plenty of trouble.

It was A. W. Altorfer of Peoria who hit on the idea in 1925 of a high, center wringer post which lifted the joint above the washing fluids. His center post rose above the water line and was safe, and became an enduring principle in washer construction.

Because women habitually neglected to oil washing machines, thus shortening the life of them, he also hit upon the idea of packing the gears in grease, a thought which came down from his implement days in his old hardware store in Roanoke, Ill.

From John Seelig and Joe Barlow, who had a hardware store in Ripon, Wis., came a couple more washing improvements.

In 1915 they devised a swinging wringer which would operate in any direction.

In 1921 the firm hit upon the double-walled tub with the purpose of holding the heat and protecting the inner copper tub which dented very easily. In this Ripon factory was also born the idea of having rubber casters on washers, eliminating a lot of floor noise.

Making the Washer Rustproof

The greatest enemy of the washer is moisture. It is an appli-

(*Continued on page 204*)

50 WASHERS HAVE BEEN DEVELOPING FOR NEARLY 100 YEARS

Early Machines Were Crude But Workable . . .



A WOODEN TUB WASHER, patented by Davidson in 1865, complete with eccentric paddles to agitate clothes shows early theories of good design, was probably highly thought of by the housewife of the period.

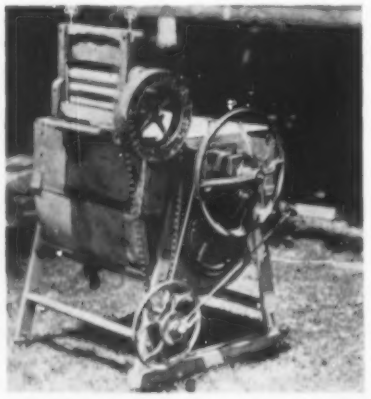


THE INTERNATIONAL EXPOSITION of 1876, held in Philadelphia, brought with it a flood of new designs in washing machines, among them the cone-on-a-stick plunger model illustrated above.

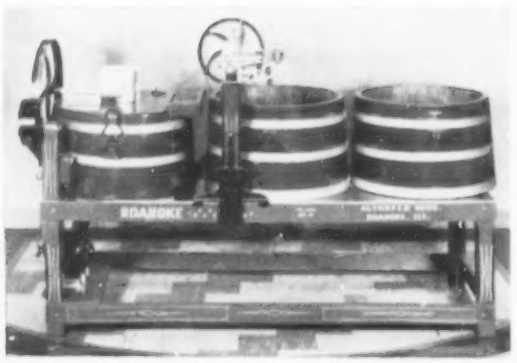


"MILK STOOL" types of washers, so called because of agitator construction, typified one phase of early development, suffered because of the tendency of clothes to snag.

Introduction of Power Speeded Consumer Acceptance . . .



ELECTRIC MOTORS provided the key to greater consumer sales appeal. Thor unit of 1907 utilized metal tub of unique design, but oversized wheels and unenclosed chain drive proved unwieldy.



ALTORFER BROTHER'S entry for the year 1909 featured unit boasting of motorized washer, rinsing and wringing tubs. In an era of oversized homes unit's proportions did not affect salability.



NINETEEN-TEN saw the introduction by Easy of their first electrically powered washing machine. Unit and tub followed massive proportions popular with the consumer of that day.



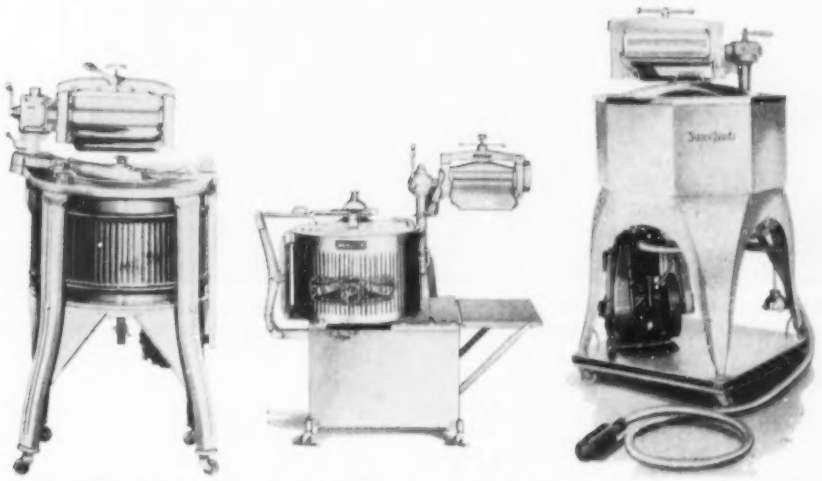
INNOVATIONS began to make their appearance shortly after World War I. Launderette Mfg. Co., of Cleveland produced one of the first units which eliminated wringers in 1918, drying by centrifugal force instead.





POLISHED steel and copper tubs were selling points during the period but basic styling and problems of open bottom carried over from an earlier era. Not until later did the first fully enclosed washer appear on the market.

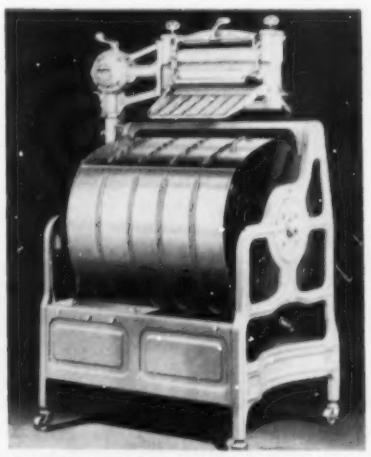
In the '20's, LARGER MARKETS, SMALLER UNITS . . .



MANUFACTURER'S were beginning to realize the need for more compact units by the middle 1920's and a trend had become apparent. Three washers of the period by Voss Brothers, Automatic Electric Co. and Sunnysides, left to right, illustrate the first faint advances in styling and overall size reduction.



MORE AND MORE attention was being given by design engineers to enclosing legs and motor of the washing machine. Barlow and Seelig and La Salle units pictured show two solutions to the problem.



COFFIELD WASHER of 1925 utilized horizontally placed tub and oscillator type agitator. The company prided itself on radically different method of suspension.

SQUARE LOOK of Federal Washer, complete with top mounted work surface, presaged things to come. Unit pictured was manufactured by the Federal Electric Co., of Chicago in 1922.



Advertising Helped Convince the Public . . .

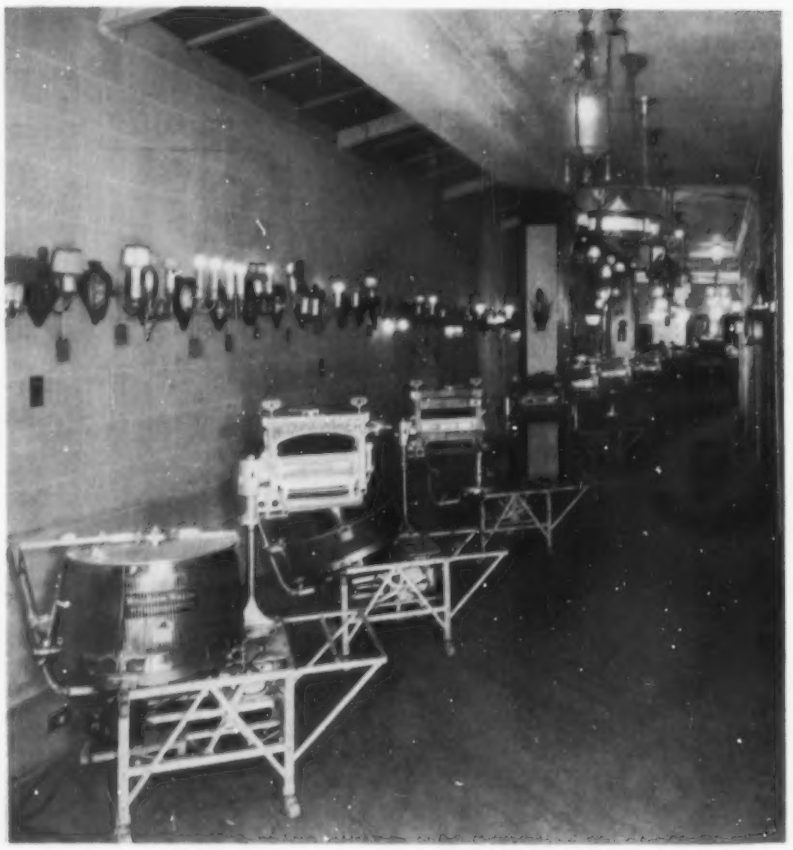






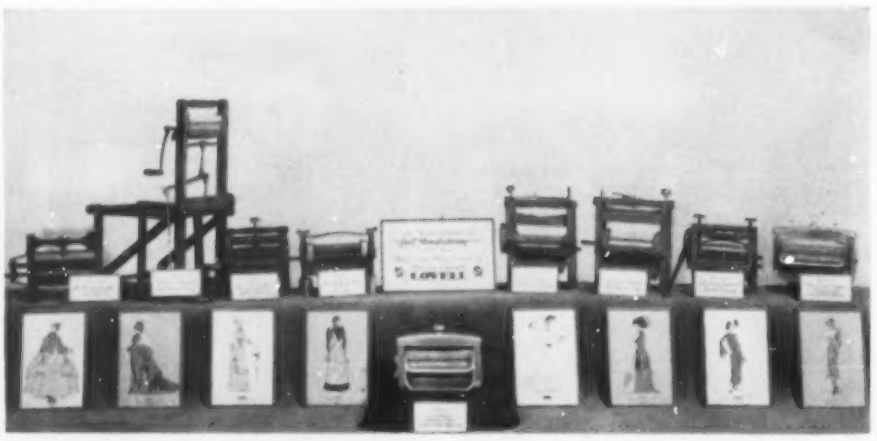
PUBLICITY shots during early period of development varied little from those of today. Labor saving and safety features of machines were pointed up constantly, usually in conjunction with a smiling housewife, but with an occasional man showing interest in the proceedings.

Floor Display Was a Problem . . .



EARLY-DAY appliance dealers were often hard-pressed in setting up in-store displays. Size of unit, and angular construction of washers of this period made efforts to utilize space most effectively a problem.

Wringers Grew Up With Washers . . .



LOVELL window display of 1933 illustrates manner in which wringers paralleled growth pattern of washers. Safety features in wringers, not known prior to the turn of the century entered picture with introduction of enclosed gears and safety bar release.

End

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The Evolution of the Dishwasher

It was well over 100 years ago that the first dishwasher was patented but it's only been in recent years that the product has achieved widespread acceptance

By JOHN DECKER

THE dishwasher had its beginnings, in a small way, in the upstate New York village of Ogden. There, in an era when the convenience of the woman of the house was seldom, if ever, allowed to gain the upper hand, J. Houghton perfected and patented (U.S. Pat. 7,365) in 1850, a crude wooden device which was destined to be the forerunner of the appliance we know today.

It is probable that, like most revolutionary new innovations, Houghton's patent was laughed at by some, condemned by others. What is important is the fact that it was an idea which caught on, and in 1865 a second patent was issued for a similar device, this time to one L. A. Alexander.

Growing Pains

By 1886, the predecessor company of the present-day Hobart Manufacturing Co., had decided that here was a device which was someday going to make its mark. Accordingly the company developed and marketed a hand operated dishwasher which probably differed but little from earlier prototypes. Others were convincing themselves of the sales possibilities of the product during the same period and by the turn of the century more than 30 patents had been assigned to various companies.

No less blatant than its present day counterpart, advertising of the period advised that, "this invention is destined to be of great good to the overtaxed women of the country." Almost half a century was to pass before dishwasher sales had reached a point where more than a handful of American housewives were to become aware of the "great good."

Some of the early impetus to future sales of an appliance still enduring growing pains was to be furnished by two more York staters, Willard and Forrest Walker. Developing and perfecting what was destined to be the forerunner of the present-day General Electric unit the brothers Walker were marketing, as early as 1910, a unit which retailed at $20. The basic concept of this machine was a simple one. A dasher type unit, the Walker dishwasher boasted of three plungers which forced water up and over the dishes to be cleaned as the still overtaxed housewife turned a crank. By now, however, it was becoming apparent that hand operation of the dishwasher was not the answer the consumer wanted. Upgrading of mechanical details progressed to a point where gas engine drive became practical, and, by 1914, fractional horsepower motors had taken over the duty of supplying the necessary motivating power. Refinements were many during the years preceding World War I, and the introduction of such important sales features as a hose connection to the water source obsoleted the need for supplying water by hand. By the end of 1919 the Walker concern was selling an annual 300 units, priced at the then not inconsiderable figure of $120.

Hobart, too, was continuing to upgrade its product during this period, machines which in turn became motor powered, utilized a centrifugal pump washing system, and which, in the words of company literature, "embodied all of the better principles of commercial and domestic dishwashing."

Flies in the Honey

In any study of the history and development of the dishwasher it is well to remember that many of the early units were being produced by under-capitalized and, perhaps, over-enthusiastic manufacturers. The results were to show up in mechanically imperfect machines, a heavy mortality among the early manufacturers, a generally apathetic public acceptance.

Even the dishwasher of better than average workmanship suffered in its end result because, in the absence of detergents, it could not be counted upon to get dishes really clean and was not self-cleaning. In short, the early machines did little to convince the consumer of the day that here was something that he could not well do without.

Even the introduction of the electric motor as the prime motive force was not to prove decisive as a sales factor. The machine of the early 1920's was a heavy, overly large affair, and in keeping with the styling of the day offered little in the way of streamlined design. The dishwasher's day had still not arrived.

By the Wayside

By the early 1920's no less than 27 different dishwashers were being marketed, none of which are known today. Included in the roster were many familiar names on the American scene, Black and Decker, Kohler, Fuller Brush, Standard Sanitary, and others. The product of these early manufacturers bore little resemblance to the unit we know today, most being cylindrical, and none being plumbed in.

Advertising of the period was replete with trade names such as "Quaker", "Hydrola", "Crescent", "Kehoe", "Planet", "Cinderella", "Mermaid", few of which will be recognized by any but the elder statesmen among the appliance dealers of today. ELECTRICAL MERCHANDISING in its new products pages showed no fewer than 44 distinct manufacturers entering the business through 1937, many of whom faded from the picture very shortly after their initial entry onto the scene.

The '30's—Things Look Brighter

The thirties saw the beginning of the first small breaks in the dam which had for so long stifled the sale of dishwashers. In 1930 the first of the square, enameled cabinets was shown. A portable model, it encompassed some of the features of Lewis James' experimental mobile unit of 1927. In addition this particular unit featured top opening and front controls, was amazingly compact, and, for the period showed remarkable restraint in its design.

The Conover Mfg. Co. was one manufacturer of the period, who, while they had entered the scene later than either Hobart or Walker, fostered a product which had considerable popularity among consumers. As early as the year 1933 this company was producing a front opening model, an innovation for the time. Financial difficulties plagued the company however and in 1934 assets and patents were sold to the Westinghouse Corpora-

(*Continued on page 212*)

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An Early History of

An informal collection of reminiscences relating to the development of the electric refrigerator prior to World War II, and, of the men and companies who made them.

IF you want to erect a tablet on the spot where the first practical working home refrigerator evolved, place it at 7341 North Ashland Blvd., Chicago.

This was the home of Fred W. Wolf, only no one knows him around there.

It was the late E. H. Lloyd, head of the Commonwealth Edison's Electric Shop in Chicago (which incidentally is the world's oldest) who gave ELECTRICAL MERCHANDISING the key to the refrigerator mystery. Mr. Lloyd had operated an electric shop which was almost alone in America. Anyone with anything new came in and offered it to him. He named Fred W. Wolf.

Though Fred Wolf may be the man who brought out what was truly the first domestic refrigerator, nevertheless, it should be said here that the ancestor of the hermetically sealed domestic refrigerator on the market today, is the Audiffren, a dumbbell shaped refrigerating unit, invented by a French monk early in the century. It was patented in the United States by Marcel Audiffren and Henry Stengrum, on Sept. 8, 1908. Unfortunately, the Audiffren model was not a domestic unit, and was used principally in the tropics of Africa and South America. Later, General Electric was to adapt it for domestic use.

Two men called on A. H. Goss of the Chevrolet Motor Co. in 1914. They were E. J. Copeman and N. B. Wales. Wales had blueprints for an absorbent type of refrigerator which he thought could be used for domestic refrigeration. Mr. Goss advanced some money to Mr. Wales for models. He did his work in his second story shop on Franklin St., Detroit. When Mr. Goss took a look at this, it is said he turned down the model without even seeing if it could run. It resembled a Rube Goldberg device and employed explosive anhydrous ammonia. Wales took another running start and devised a machine which discharged chilled compressed air into the food compartment. This one made no ice cubes. However, it employed sulphur dioxide which was a lot safer than the gas in the first model.

Goss, who thought he had something, called in the J. Walter Thompson Advertising Agency and suggested the name of Lord Kelvin to them as a possible source of a trademark. Lord Kelvin was the author of the law of heat transfer. The agency created the title "Kelvinator."

While Kelvinator produced domestic refrigerators in 1914, the company was not incorporated until 1917. Some 67 were sold in the year 1918, and by 1920 more than 600 had been marketed. Most of these were installations in old style refrigerators, and had compressors in the basement.

Some 45 years ago the woods were full of men working on the idea of domestic refrigerators. An article in the November, 1916, issue of *Ice Refrigeration* listed the Auto Vacuum machine; the Vosse of New York; the Acme, New York; the Zicer, Cleveland; the Penguin, Dubuque; Willsie, Jacksonville, Fla.; Germanic, Belleville, Ill. (which was the first nationally advertised refrigerator, copy appearing in the *Saturday Evening Post*; and the McCurdy, Fort Madison, Iowa.

Among the compression systems existing in 1916 were the Audiffren, Ft. Wayne; Domelre (also later called Isco), Detroit; Automatic Electric (Blizzard), Milwaukee; Bachman, Pittsburgh; Brunswick Automatic, New Brunswick, N. J.; Naxco, Wapakoneta, Ohio; Girard, Springfield, Ill.; Harris, Portland, Ore.; Williams, Indianapolis; McCreery, Jacksonville; Standard, Belleville, Ill.; Barsmith, Chicago; McClelland, Chicago; Frost Maker, Chicago; Guardian, Detroit; Cold Blast (air), Chicago.

The Isco, which was the successor to Fred Wolf's first machine called the "Domelre," should be described in some detail. It was the first to have an air cooled condenser described in *Ice Refrigeration* for April, 1914 (and had some 244 lbs. of refrigerating capacity). It is said to have employed a ¼ hp motor and took 170 watts of electricity an hour to operate.

John R. Replogle, of Detroit, in *Refrigeration* News, said that Frigidaire had started the Guardian Refrigerator Co. of Detroit. The two men who founded the company had had some experience in the Fort Wayne factory that had been making the Audiffren machine. W. C. Durant bought their interests in 1917. At this time only 50 Guardians had been made, which Mr. Durant reported as having been given away to wealthy friends and not sold.

The Frigidaire trademark, in the opinion of Mr. Replogle, was coined by Ben M. Stoddard, an early Frigidaire president. Durant owned Guardian personally and sold it to General Motors. Later the firm took over the Isco patents which had come down from Fred Wolf and Henry B. Joy of Packard Automobile. It is interesting to note that the first Frigidaire, Model B, in 1920 retailed for $750.

In 1930 General Motors and du Pont formed a subsidiary company and called it Kinetic Chemicals Co. This organization worked out the widely used refrigerant gas, generally employed today, called freon.

While Fred Wolf's Domelre had trays for ice cubes, the first step in making it easier to get the cubes out is credited to Lloyd G. Copeman. The ice that froze on his boots during duck hunting would not stick, and it gave him the idea of rubber trays.

It was not easy for the pioneers of domestic refrigeration. Commercial machines always had an attendant standing around to regulate them. The domestic refrigerator had to be absolutely on its own and still work. It was not surrounded by experts, but by amateurs. It had to perform an automatic operation to supply 200 pounds of daily ice melting capacity. Naturally, the automatic controls were difficult to develop.

They had to be refrigerant tight as nervous women could not stand the odor of escaping gas like ice plant men might.

It had to be free from service calls if it were to succeed.

The first temperature controls were bi-metal, much as you see on furnace regulating devices. The trouble with bi-metal was the fact that it did not expand or contract very much under conditions of cold as it did with heat, and as a result, it was not very satisfactory in establishing electrical contact. When gas-filled bellows came in—gas expands or contracts very rapidly when chilled—the trick was turned.

In handling refrigerants the old-timers had one of their toughest jobs. They discovered that coarse gray iron castings would permit the gas to leak out. They learned that moisture in the system caused corrosion and freezing up of valves. New standards of dryness had to be worked out. They learned that the V-belt would help reduce noise.

Domestic Refrigeration Engineer

Fred W. Heiderman of Detroit, became the world's first domestic

the Electric Refrigerator

electric refrigeration engineer. He was making a compressor for some dentists and saw a market for a device that could blow air into teeth and possibly into those new-fangled automobile tires.

To him Fred W. Wolf came, seeking a compressor for his domestic refrigerator. Mr. Heiderman tells how he got busy and made ten models for Wolf.

"Wolf had mounted his compressor and motor on top of the baseboard and had the evaporator on the other side," said Mr. Heiderman. "It was the first self-contained unit," I think. "He was having trouble because oil was slogging in his evaporator. The machine employed sulphur dioxide and for a thermostat had a brass U which was attached with long strips of rustless metal to the trip hammer which ran the switch. It worked after a fashion."

Wolf had a little shop over on Willow St., in Chicago, and was trying to get his model going as he had a prospective purchaser, Mr. Heiderman relates. The customer was Henry P. Joy, who wanted to retire and thought domestic refrigeration offered something to play around with. The machine worked to Mr. Joy's satisfaction and he paid $225,000 to Wolf for it. In the old Peter Smith Building on Mt. Elliott and Milwaukee St., in Detroit, Henry B. Joy set up a shop and perfected a domestic refrigerator. The new name given the device was the "Isco." Possibly 4,000 machines were produced, Mr. Heiderman thinks.

However, there was trouble aplenty and the public didn't take hold of it as quickly as Mr. Joy hoped it would. When the war came along, Mr. Joy lost interest and turned to Liberty motors for airplanes. A. Y. Gowan of Chicago bought out Joy and moved the shop to Chicago. He brought out a gear type machine which was not so successful, and eventually Isco company dissolved. The patent went to the Frigidaire Division of General Motors Sales Corp.

Mr. Heiderman joined E. J. Copeland in a firm which was later to become Kelvinator.

"One of the difficulties of the early days was the delay in avoiding leaks," he says. "We had a stuffing box around the electric motor shaft but it seemed the sulphur dioxide was always oozing out. One day I called on a man whose office was illuminated with gas light. He pulled over toward him a gas lamp which was swung on an elbow. From this ball and socket combination I got the idea of a shaft seal. When you realize that the early Domelre machine took a ¼ hp motor to do the work of a 1/10 hp job, you can realize how much friction there was in the old stuffing box to keep out gas leaks. I saw I could take the idea of that swivel fitting and create a device which would fit in a cone like a ball bearing."

Kelvinator Got in Early

Of all companies making electric refrigerators, the Kelvinator Corporation seems to stem back farthest into history. There is a tale in its archives of how Francis Bacon caught his death of cold stuffing a chicken with snow to preserve it; of how Lord Kelvin had found things that the government could tax in his laboratory. Kelvinator men relate that a Mr. Singer turned out in 1890 a unit which contained a motor and a compressor. Kelvinator's Heiderman and Hodesky turned their hand to a thermal regulator in 1914.

Take a look at an old pre-1930 Kelvinator and it will have a brine tank. Brine tanks were something that sold very easily as the public understood perfectly the principle of freezing ice cream and how the presence of brine kept everything cold about it. In an electric refrigerator, the brine had more time to absorb cold, and as a result, slowed up the speed with which it operated. Brine tanks had a limited life, because leaks were likely to lead to corrosion. Early Kelvinators had copper trays, and at that time the annode treatment for aluminum—which permits the metal to stand up with all sorts of water—was unknown and expensive copper was used because of its dependability.

Prior to 1936 Kelvinator compressors were the non-sealed type. A shaft had to reach into the compressor to keep it in motion. Inside, there was gas under pressure. Now it is impossible to make an opening which would admit a shaft entirely proof against gas leakage. True a seal of a sort was invented. But many a family shut off their old open-type refrigerator for a few months only to find it out of gas when they turned it on again.

In 1936 Kelvinator began using a new hermetically sealed compressor which took less current to operate. The reason was the motor was inside with the gas and there was no packing to hold back the speed of its shaft.

On the early units it was necessary to have a fan blowing against the condenser to carry away the heat generated. Later, this condenser was air cooled and laid flat in the coolest part of the cabinet—near the floor. The fan was eliminated. Today, the Kelvinator is cooled by natural convection.

The 1936 Kelvinator was improved by the use of safe, non-odorous freon gas. Older boxes were loaded with sulphur-dioxide gas, which, while not dangerous, brings tears to the eyes when it escapes and it is known to make families panicky. One story is told about a woman in New York who smelled gas and called the police. The cops came up, sniffed the refrigerator and tossed it from a 12-story apartment building into an alley, scared it was going to explode.

Heat leakage in later models was lowered by an increase in the thickness of the insulation, proper design of the front of the cabinet. A new type of breaker strip reduced the heat losses up to 20 percent. One-piece exterior cabinet construction made them tighter than ever.

Frigidaire and Two Improvements

It used to be that when you wanted ice cubes you had to hold the tray under a faucet and let it run until the ice cubes melted loose and dropped out. Many a man has wondered what would be the easy way to get them out without loss of ice.

Three men in the Frigidaire Division of General Motors worked years to find out how the trick might be turned.

"A man gets an assignment to work on one particular thing," says S. M. Schweller who heads up refrigeration engineering, "and he does nothing else from then on—either he discovers the solution, or we drop the proposition after many futile experiments."

A rich man was having an electric refrigerator installed in his house in 1919, Andy Kucher relates. It cost him $1,500, $100 a cubic foot. One day Kucher got a service call.

"Hey," said the buyer, "Is it necessary that this thing shake the whole house? Every time it comes on the refrigerator shakes like a shimmy."

A steel platform had to be put in, almost doubling the cost. But that was what refrigeration was like in the good old days. Early models had plywood cabinets which went to pieces. The brine tanks corroded. Early buyers had the pleasure of being first, but they had plenty of worries, too.

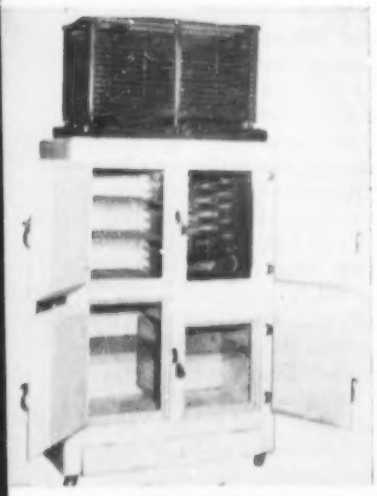
The first motors failed, due to poor motor bearings, compressor stuffing, box leaks, bad belts, because of insufficient lubrication. Early models of refrigerators were frequently cooled by water which meant a $20 pumping installation, and a special water bill, to say nothing of occasional freeze-ups.

There were no highly accurate gages between the years 1915 and 1925. One-one-thousandth of an inch was about the limit. Compressors had from 3,000 to 6,000th of an inch clearance, with the result that there was inefficiency due to leakage. Thanks to improved gages, we speak of 1/10,000th today like they did 1/1000th twenty years ago.

Refrigeration engineers have closed in on minor details such as

(*Continued on page 216*)

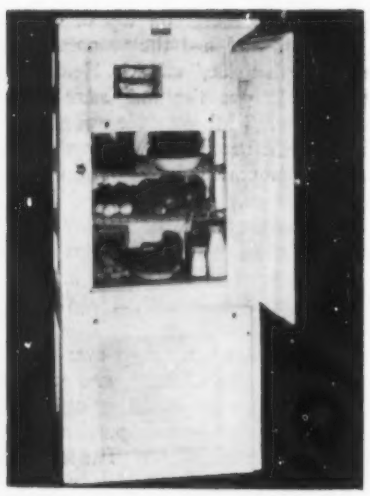
50 REFRIGERATORS BEGAN TO SELL AFTER 1913



FOUR OPENED DOORS reveal food racks and exposed cooling coils of first commercially successful household mechanical refrigerator made about 1913 (left). Apartment refrigerator (right) by ElectrICE in 1925 provided 5½ cubic feet of space, had three ice cube drawers.



COMPRESSOR AND MOVING parts in this 1926 General Electric refrigerator was upstairs in hermetically-sealed steel case. Cost in ivory enamel was $295.



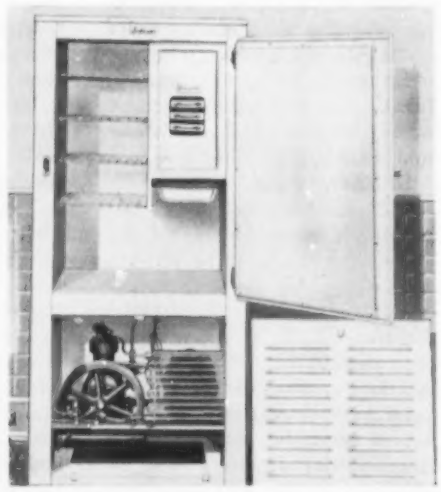
BUILT IN 1924, "Kelvinet" refrigerator by Kelvinator featured modified condenser coils to fit in bottom cabinet. Note shelf peak-through for tall bottles.



NICKEL TRIM and rounded corners were a style note on this 1926 Electro-Kold refrigerator. Firm offered units in 6.5, 8.5, and 10.5, cu. ft.



HOID ICE MACHINE Corp. made this electric refrigerating unit in 1928. Condensing unit on top gave more storage space.



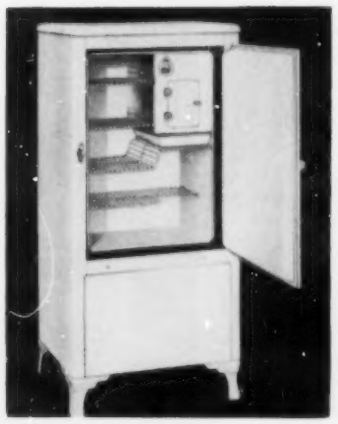
SULPHUR DIOXIDE was refrigerant for this Superior refrigerator, also made in 1928. Single cylinder compressor was operated by 1/6 hp motor.



HYDRATORS BECAME standard equipment on Frigidaire refrigerators after introduction in 1930. Porcelain moist air compartment had ventilated lid.



THIS SEEGER cabinet for ice refrigeration from 1928 permitted installation of electrical unit in ice section at any time. Note full-width vegetable bin.



FIVE-POINT cold accelerator, enclosed ice compartment, chill tray, and refined "Rollator" compressor were featured on this 1930 Norge refrigerator.



BY THE TIME this unit appeared in 1931, hermetically sealed units, thermostats, temperature selectors were standard with Westinghouse units.



THE YEAR THIS Gibson refrigerator came out units had automatic defrosting and 12-point temp controls. One even had "Press Toe" door opener.



YOUNGSTOWN PRESSED STEEL'S enlistment of Stepin Fetchit in 1942 to enhance its kitchen promotions gave refrigerators a prominent role in modernization.



BUILT-IN PAIRS of refrigerators and freezers became common by the 1950's, like these units by Revco introduced in the early part of 1954.

END

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Like any other husband, J. Ross Moore occasionally puts the family wash into the clothes dryer. But there's one important difference: After many other inventors had failed . . .

He Made the Dryer

STUMBLING out of a farm home to hang up washing in the teeth of a North Dakota gale, with snow up to your knees, and with the clothes freezing into grotesque shapes before you can hang them up, is an ordeal to be dreaded.

It is no wonder that the mother of J. Ross Moore, on their farm near Devil's Lake, turned the basket over to her son and let him hang them.

Being an inventor, he built a lean-to against the home, installed a couple of oil heaters, and solved the problem. Years later, with his own family in Minneapolis, Minn., he wondered how many women would like to have comfortable clothes drying facilities, and began inventing.

This was the start of the clothes dryer, the laundry device that made a one-day job of taking care of apparel. Last year 1,660,000 units were sold.

Ross Moore's claim to fame lies in figuring out the correct way to build a successful home dryer. He points out that commercial laundry dryers were on the market when he started—but they used live steam in their operation, something that a housewife didn't have and couldn't handle.

Again, other people had tried to invent ways to dry clothes but didn't realize that a domestic clothes dryer would be operated by a non-expert. Their inventions toasted clothes a nice brown in many cases, and were unsafe to sell to ordinary women. When Moore came along the dryer idea had a bad reputation.

Probably Ross Moore's success lay in the fact that he **didn't** put heat under the clothes, as his predecessors did. This heat rose up and with the quantity of moisture decreasing, caused the damage. Mr. Moore put the heating element—electricity or gas—in the top of the dryer, to one side. He made the astonishing discovery that with a rotating basket, heat descends. In a rotating cylinder moisture is dashed downwards.

Partly because he was working out his idea in an old house, he had to content himself with low heat. He got heating elements wired to two circuits to do the job, and had only 3,000 watts at his command at that.

The idea of a revolving drum with fins came easily to him. It had been done.

Thermostats were important. Living in Minnesota, he found two firms that could fix him up with them—White Mfg. Co., and Minneapolis-Honeywell.

In accordance with his view of avoiding too much heat, he used a fan to carry the heat away, along with moisture, but didn't blow it through the laundry, but at the bottom. Here was the basis of his patent, the carrier current, which was patented April 23, 1936.

The first clothes dryer was tried out in a home at 901 South Fourteenth St., Minneapolis. First customer for a dryer was a mailman in Minneapolis. The dryer was put in on trial, and Ross Moore went over the following evening for the verdict. The woman came in, sat down, and said: "You don't know what you have done for us women." Ross, nervous, nearly burst into tears.

From Coal to Clothes

Ross Moore did most of his early work in an ornamental iron shop owned by Kinzle & Merrick on Fourth Street, in Minneapolis. In his efforts to get the dryer produced commercially, he linked up with several firms. He says:

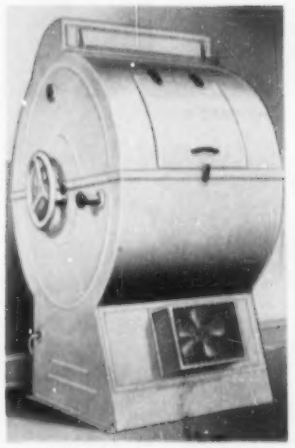
"I obtained an order to design and build an automatic coal conveyor for a hotel in Minneapolis. With the money received I put together a gas heated clothes dryer, which attracted the attention of the Universal Dryer Co., which was organized to make it. The untimely death of Jerry Calloban



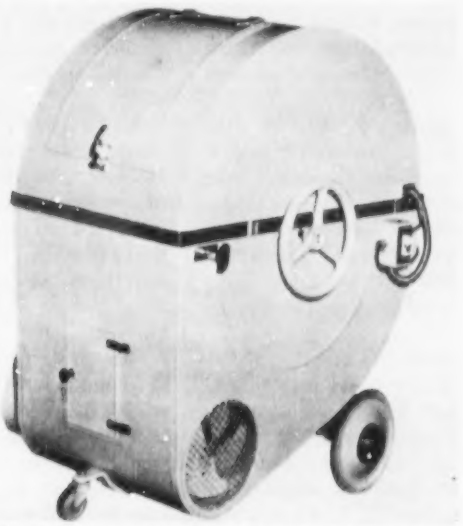
How Moore's Dryer Developed



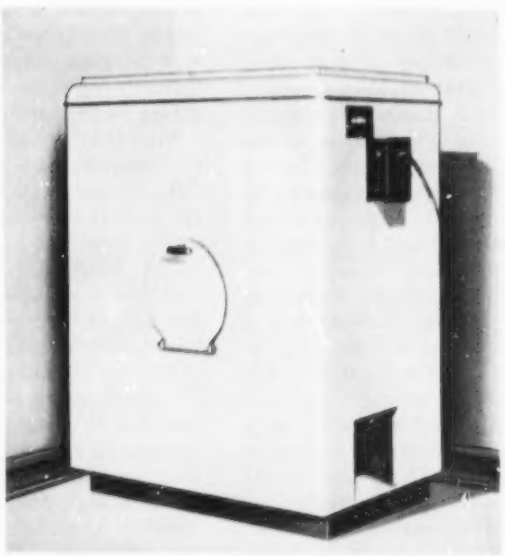
EARLY HAND-MADE model incorporated Moore's basic principles. This drum opened on side.



CARRIER CURRENT of air forcing heat down through clothes was heart of Moore's development.



PORTABILITY idea expressed in this model didn't work out. It was too heavy to be easily moved.



FIRST to make the dryer commercially for Moore was the Storm Mfg. Co. This weighed 685 pounds, was built in 1937.

Work

disintegrated this group. The Storm Mfg. Company saw it and produced it. First model weighed 700 lbs., used boiler plate, and wasn't practical. The second model weighed 200 lbs., and 60 were sold to apartment houses.

On service calls Ross Moore always scurried out to learn more about his machine. In one apartment job he discovered a big handful of hairpins. He was at a loss to learn how they got into the machine until one woman confessed that all the girls who lived in the apartment dried their hair in it.

The dryer worked but there always seemed to be financial trouble in its building and selling.

A DuPont salesman, Charley Malka, of Minneapolis, who sold finishes, knew Ross' predicament. He also called on the Hamilton Company of Two Rivers, Wis., who were looking for new products to manufacture. He told the buyer of the situation, who passed it on to H. C. Gowran, the president. Mr. Gowran and Jack Worth, with their wives, went to Minneapolis, and put a dryer through its paces. When they came back, they had a contract to produce it in Two Rivers.

The Hamilton Manufacturing Company of Two Rivers, Wisconsin, was founded in 1880, and made dental cabinets, wood printing type, drafting furniture, laboratory equipment and surgical cabinets, but no appliances. It had no experience in consumer goods, or with appliances.

5,000 Units Before War

The first models produced by Hamilton were housed in white enameled cabinets with a porthole-like loading door of polished metal. The controls were few and simple. They consisted of a fixed temperature thermostat and a simple on-and-off switch.

War was coming on but before it happened, 5,000 dryers were

(*Continued on page 204*)

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How the Vacuum

The first suction cleaner was patented before the Civil War; collected here are a number of milestones in the product's development as recalled by a group of industry veterans

A GENTLEMAN in St. Louis, who had the contract for cleaning railroad cars is erronously credited with originating the basic idea behind the vacuum cleaner.

First, he tried to blow the dust out of the car but found that if the air was sucked through a hose it worked better. He didn't take out a patent on the idea but David D. Kenney did in the year 1902, a year behind Herbert Booth, who got the same idea in London in 1901.

The Kenney patent was so broad that no cleaner could be made in the United States except under license. Kenney formed the Suction Cleaner Company, and proceeded to license a number of manufacturers.

Apparently they didn't search patent history very carefully, because a man named McCaffey had already patented a suction cleaner with a hand operated fan in 1859. It was called the Whirlwind and contained all the elements of a modern electric cleaner except the electric motor. This cleaner, a model of which exists in the Hoover museum at North Canton, Ohio, would have knocked the Kenney patents high, wide and handsome if it had been exposed.

It was Murray Spangler, who brought the vacuum cleaner to W. H. Hoover. Spangler took a job as a janitor in a large department store in Canton, Ohio. The clouds of dust he stirred up made him feel there must be an easier way to clean carpets and he brought mechanical ability to bear on the subject. To suction, created by an electric motored fan, he added a rotating, sweeping brush driven by the same motor and produced a portable suction sweeper. He stole a pillow slip from his wife for use as a bag to catch the dirt, and accidently solved one of the greatest difficulties in vacuum cleaner mechanics, catching the dust.

Mr. Spangler had financial troubles and dashed over to the Hoovers with the idea of selling his vacuum cleaner for some money. The Hoovers operated a thriving saddlery and harness plant and H. W. Hoover, the son, used to go out on the road to sell his firm's goods.

"My great good luck consisted in finding out the right way to sell vacuum cleaners, rather than the cleaner itself," he said. "I would stock up a hardware store with cleaners, go out two months later and find none of them moved. I would get busy and demonstrate them to housewives and move the stock. Quite unwittingly, I stumbled on to the fact that specialty demonstrations were the correct way to sell vacuum cleaners. Other manufacturers tried to market them through janitor supply companies, and failed."

Mr. Hoover called in Frank Case of Cleveland, who redesigned the cleaner to use an aluminum casting. He gave Hoover the idea of the suction nozzle, and put the wheels on the cleaner to the rear so that it could be lifted when the suction was applied. The patent covering this expired in 1932.

The first Hoover motor weighed 25 pounds, and it is interesting to note that Westinghouse wouldn't recommend a motor at that time which ran over 1700 rpm. It was said it couldn't safely be done. The oldtimers at Hamilton-Beach were the first to put on a motor which ran from 8,000 to 10,000 rpm. This, incidentally, brought down the weight to 5 or 6 pounds. This high-speed motor appeared first in cleaners around 1910.

First Tank in 1910

While the horizontal tank type of cleaner was brought out by a man named Sturtevant in 1910, it was also the brainchild of Chapman in California. On Chapman's machine the dust was sucked up by a two-stage 24-in. turbine fan and discharged into a tin can mounted on the handle. It weighed 50 to 60 lbs.

Chapman's firm—Skinner & Chapman—started out in the carpet cleaning business. Their idea was to back up a suction cleaning wagon to your house, introduce the hose through the windows and clean the carpet at so-much per yard.

After the 1906 earthquake, Dr. Noe, Chapman's backer, came East and helped start the Invincible Cleaner Co., Canal-Dover, Ohio.

One was sold to the Shubert's Century Theater in New York City. This theater advertised it was the only theater in America cleaned by electricity. About 1908 the manager put a headlight on his cleaner which was later hailed as a great advancement.

The can-type cleaner developed from the wagon-type, but on a smaller scale. Dirt was drawn in by suction, caught by a bag inside the can and the air filtered through.

The great advantage lay in the low-lying nozzle, which made it easy to reach under furniture.

Hoover Sums it Up

H. W. Hoover drew out a blank piece of paper and wrote on it, "one-third as much weight as 1908, ten times as much efficiency."

That was the way he summed up the vacuum cleaner. There were five objections to the early cleaner, according to Mr. Hoover. They cost too much, were too heavy, too noisy, too hard on floor coverings and too difficult to operate.

The company started its advertising by offering cleaners for ten days' free trial. Women who responded to the advertising were asked to name the local dealer. "He will uncrate it and deliver to you," the housewives were told. When the housewife sent in a name, such as the Star Hardware Company, Mr. Hoover wrote the firm and asked, "Will you deliver and demonstrate this cleaner? If she decides to buy it, there will be $22 out of the $69 sale for you."

Dealers liked the idea so well they often stocked cleaners. Mr. Hoover's early experience lay in going out and making demonstrations for dealers who had bogged down on their merchandise. Gradually it dawned on the Hoover Company that it took specialists to sell these novel devices and the routine of hardware storekeeping did not include this kind of training.

Two great advances in the art of vacuum cleaning, in the opinion of the chief engineer for Hoover, were (1) the idea of setting wheels back of the nozzle, permitting the lifting of the carpet from the floor; (2) the agitator which beat the carpet, developed in 1926.

"Originally, the Hoover had a brush and its action was irregular," said this gentleman. "By using a stroboscope we were able to discover that the end of the brush which first hit the rug lay flat and only the latter part of the stroke was good. We tried various types of brushes under the stroboscope and found that the first tuft of a helical shaped brush always lay down.

Cleaner Began

Thus, the brush was weak on one side and strong on the other."

D. G. Smellie, chief engineer at Hoover, used to beat rugs with a wire carpet beater. He got the idea of putting some single fingers of metal on the revolving brush and found that he had hit on a new basic principle. It worked—but for use in a vacuum cleaner it had to do more than that. It had to be safe with no chance of the housewife getting her fingers caught in the revolving roller.

He thought that a ridge of metal close to the body of the brush would do the work and yet be utterly safe. He abandoned the idea of fingers striking the rug and employed a spiral of metal about ⅛ inch thick.

The 1920 model Hoover weighed around 18 pounds, and model No. 50 in 1936 had dropped three pounds.

The bag of the Hoover was improved in 1923, the belt in 1922 and cords in 1924. Hoover made a motor that was greatly improved in 1922 and 1923. The early induction motor used was crude and 1,700 rpm did not balance well. Small, high speed motors came in and, at first, commutator trouble was common. One of the improvements lay in undercutting mica segments between the copper bars, so as the commutator wore the harder mica did not stand out and damage the brushes.

Earlier Hoover model salesmen gave an oil can to purchasers. In 1926, self-lubricating motors came in.

In 1936 Hoover worked out a device that would adjust the cleaner to the carpet thickness on the floor. Very few housewives used the hand adjustment and changed their cleaner when it ran over different types of rugs on their floors, it was discovered. The result was loss of efficiency.

J. P. Kirby and Apex

The father of James B. Kirby of Cleveland Ohio, was a marine engineer and his son, Jim, inherited his mechanical ability. He got in

(*Continued on page 228*)

Milestones in Vacuum Cleaner History

1599 An Englishman takes out a patent for a mechanical street sweeper.

1853 James Young obtained an English patent on hand-sweeping appliances for floors, carpets and pavements. First known machine that was adapted to carpets.

1858 Herricks of Massachusetts patented the first carpet sweeper in the United States.

1859 McGaffy patented a suction cleaner with a hand-operated fan. Made by American Carpet Cleaning Co., Boston, under trade-name of "Whirlwind." It contained all the elements of the modern electric cleaner except the electric motor.

1894 And probably earlier, compressed air was used to blow dust off furniture, railway coaches, etc.

1902 David T. Kenny (Herbert Booth got the idea in London in 1901) made the first cleaning system in which suction was used. Under basic Kenny patents, the industry grew up.

1905 (or earlier) Chapman and Skinner of California experimented with wagon-type cleaning machine.

1909 Semi-portable tank cleaner apparatus appears on market. Produced under name of Duntley, Santo Keeper, Pneu-Vac, Regina, Vacuna and Spencer.

1907 Spangler (Hoover) Brush-driven cleaner is manufactured.

1909 High speed fractional horsepower induction motor produced by Beach and Hamilton of Racine, Wis.

1923 Ball bearings first used in motors.

1928 Hand cleaner makes its appearance.

1940 Canister-type cleaner invented by Ed Younker in Chicago, Ill.

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ELECTRIC HOUSEWARES WERE THE FIRST APPLIANCES

Before electricity there were spring wound fans, but by 1906 there already was an electric skillet on the market and by 1926 automaticity—in the shape of a pop-up toaster—was starting to become important



EARLY FAN, of 1850 vintage, used two powerful clock springs to drive gears and turn wooden propellers. Kisco antique acquired brass blades in 1900.



SHAPE OF FUTURE in small appliances seems foretold in the 13 individual plug-in units comprising this 1906 model of a General Electric range.

How to Live Better Electrically—1910



WANAMAKER AND G-E display of 1910 featured electric bottle warmer . . .



ELECTRIC CASSEROLE for preparing after-theatre snacks . . .

AFTERNOON TEA tableau, with an electric plate the attraction, and . . .



ELECTRIC CIGAR lighter for Dad and electric corn popper for Junior.



MORE▶

ELECTRIC HOUSEWARES WERE FIRST (Continued)



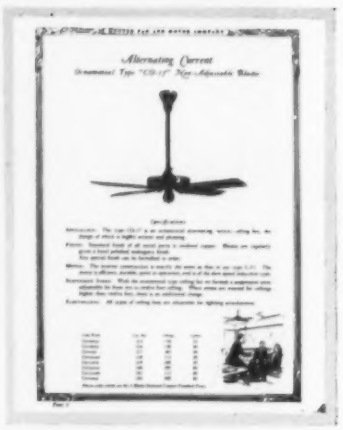
EARLY CATALOG page from the 1920's highlighted heater, iron, and one- and two-burner hot plates manufactured by Dominion Electrical Manufacturing Co.



EARLIEST FAN bearing Gilbert trade name pre-dated period of World War I, when stationary and oscillating fans formed basic part of many fan lines.



SYNCHRONOUS ELECTRIC wood case clock introduced in 1917 was one of the earliest made by the Warren Telechron Co. It was 11 inches square.



HUNTER'S ELECTRIC ceiling fan catalog of 1911 highlighted this alternating current unit with non-adjustable blades and slow-speed motor.



SHAVING HEAD and motor, separate but attached by flexible shaft, on first Schick electric shaver is in marked contrast to later models.



BROILER GRID attachment introduced on Westinghouse electric roasters about 1937 meant units could roast, bake, broil, stew, toast, grill, and fry.



THIS 1930's version of Sunbeam's Mixmaster featured adjustable speeds to serve a variety of mixing purposes. Motor tilted back to free beaters.



ALSO FROM the early 1930's, this Mirro electric percolator utilized a single, flat electric element in contrast to today's high-speed, immersion type.



DIRECT LINEAL ancestor to today's Osterizer is this first blender made by the Oster Co. in the mid-1920's and used primarily as a drink mixer.



FIVE SPEEDS characterized this two-handle, portable mixer made by Dormeyer sometime between 1921 and 1927. Note guard around beaters.



ONE LEVER lowered bread and turned on the current, a second clocked the toasting time on this automatic toaster introduced by Toastmaster in 1926.



ONE OF FIRST Hotpoint automatic irons made by Edison Electric was this 1926 model in which current cut off at highest temperature as pre-set by factory.



BATCH OF EIGHT electric housewares, including toaster and casserole each at $5.95, cost $96.65 in 1935, according to ELECTRICAL MERCHANDISING records of the period.



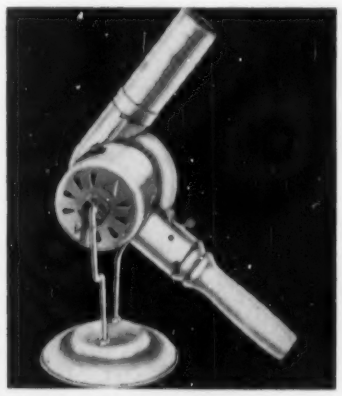
BREAKFAST SCENE goes back in time to 1939, but side-at-a-time toaster, a gift from the baby's grandmother, was a type which was still popular in the 20's.



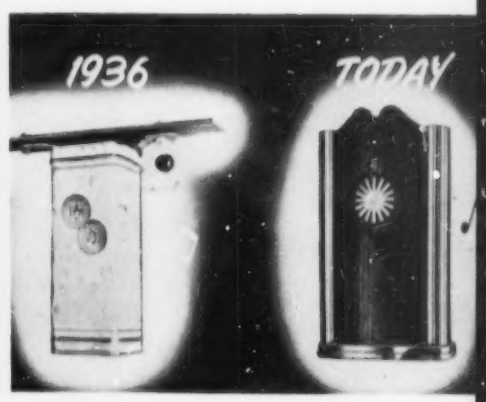
ATTACHMENTS ON MIXERS constantly broadened the scope of their uses. Here a slicing attachment on an early Kitchenaid model works on cabbage.



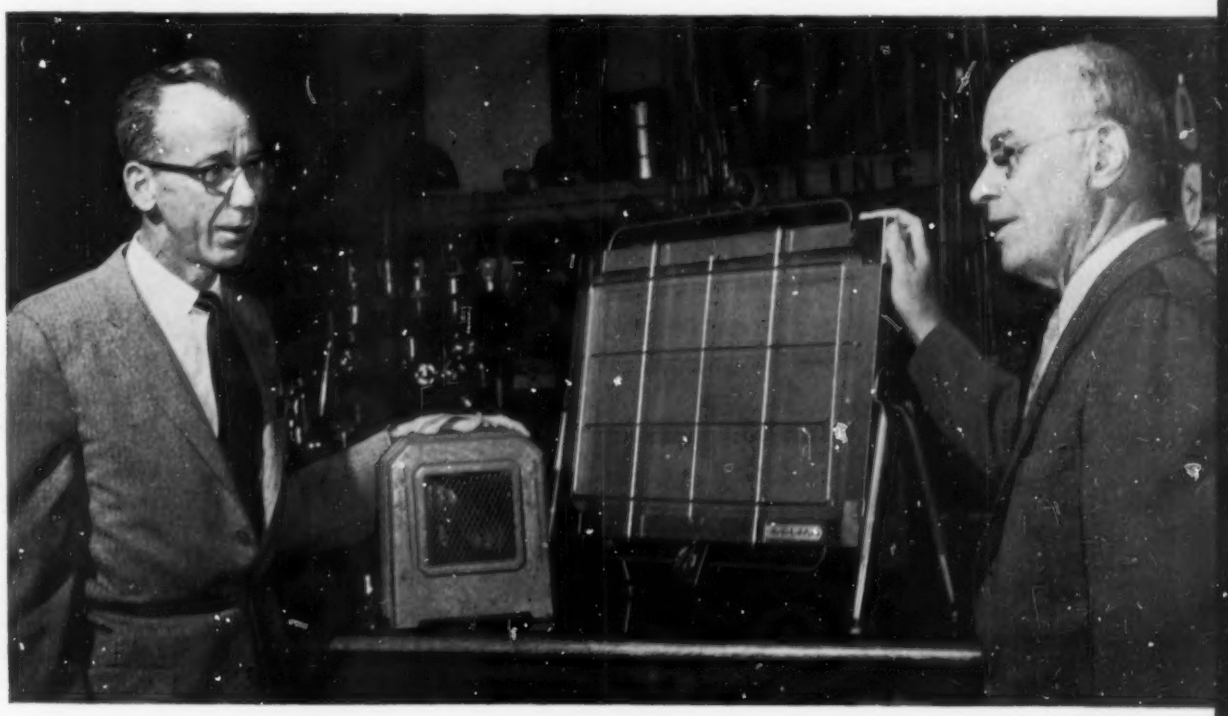
TWO-HEADED SHAVER by Remington, introduced about 1939, was the forerunner of multi-headed shavers by the firm which today use up to six heads.



AS EARLY AS 1922 this Hamilton Beach hair dryer was on the market. In an aluminum case, it could be held in the hand or set in a stand while in use.



A TALCUM POWDER box provided the basis for Nutone's 1936 chime, which sounded a single note. Today's chimes can sound eight chord tones and more.



EARLIEST FAN-FORCED heater made by Arvin in 1932, left, contrasts sharply with newest glass panel automatic radiant heater on the market today.

End

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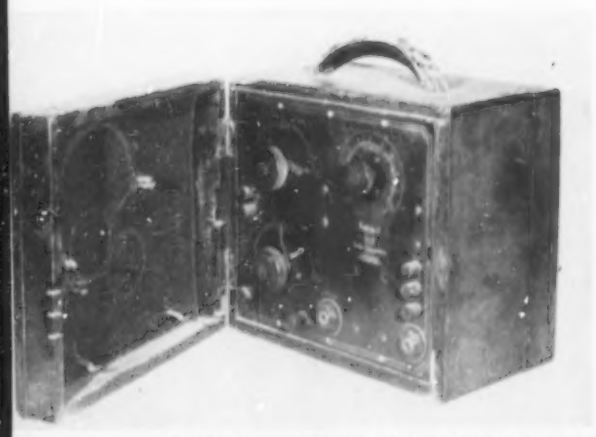
RADIO AND TV SHARE A COMMON HERITAGE



MARKETED FOR TWELVE YEARS, from 1912 to 1924, this Victrola XI was extremely popular. It boasted a self-contained horn.



IN 1927 RCA introduced this model 10-50 phonograph which the company describes as the first automatic record changer. The idea obviously caught on.



NEARLY A HALF-MILLION of these Radiola II models were turned out by RCA. Introduced in 1924, it was one of the first mass-produced receivers on the market.



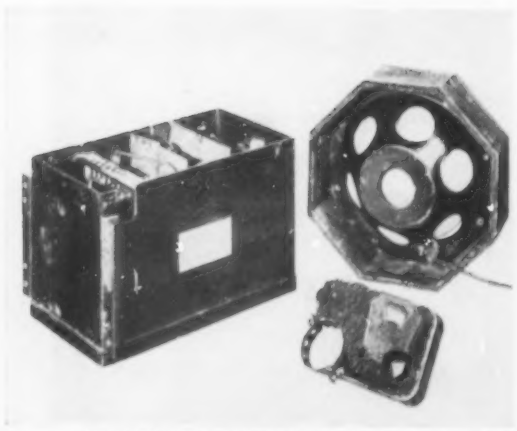
BIG STEP FORWARD came in the late Twenties when radios plug into house current. EM said this would turn radio into an "electrical appliance".



CHANGES IN DESIGN AND MERCHANDISING are apparent in this 1930 photograph of a promotional activity undertaken by Hope-Williams Electric in Eugene, Ore. The Capehart radio-phono was called the "musical marvel of the age."



EARLY RADIO with its complicated dials and ear-phones was far different from radio as we know it today but publicity techniques were pretty much the same. In the early Twenty's movie star Jack Holt posed for this handout, a far-cry from the Westerns in which he thundered across the screen.



IN 1930 THIS CAR RADIO built by Paul Galvin, founder of Motorola, Inc., broke the price barrier and marked the beginning of mass production of such sets. The unit sold for $109.50.



STYLE HAD BECOME IMPORTANT in radio design as technical developments made more compact sets possible. The wide variety of furniture styling used by radio designers is apparent in this Stromberg-Carlson display room.



PRICE APPEAL was packaged in this 1930 Emerson "Enfant" which the firm advertised as "sensationally-low-priced at $49.50."

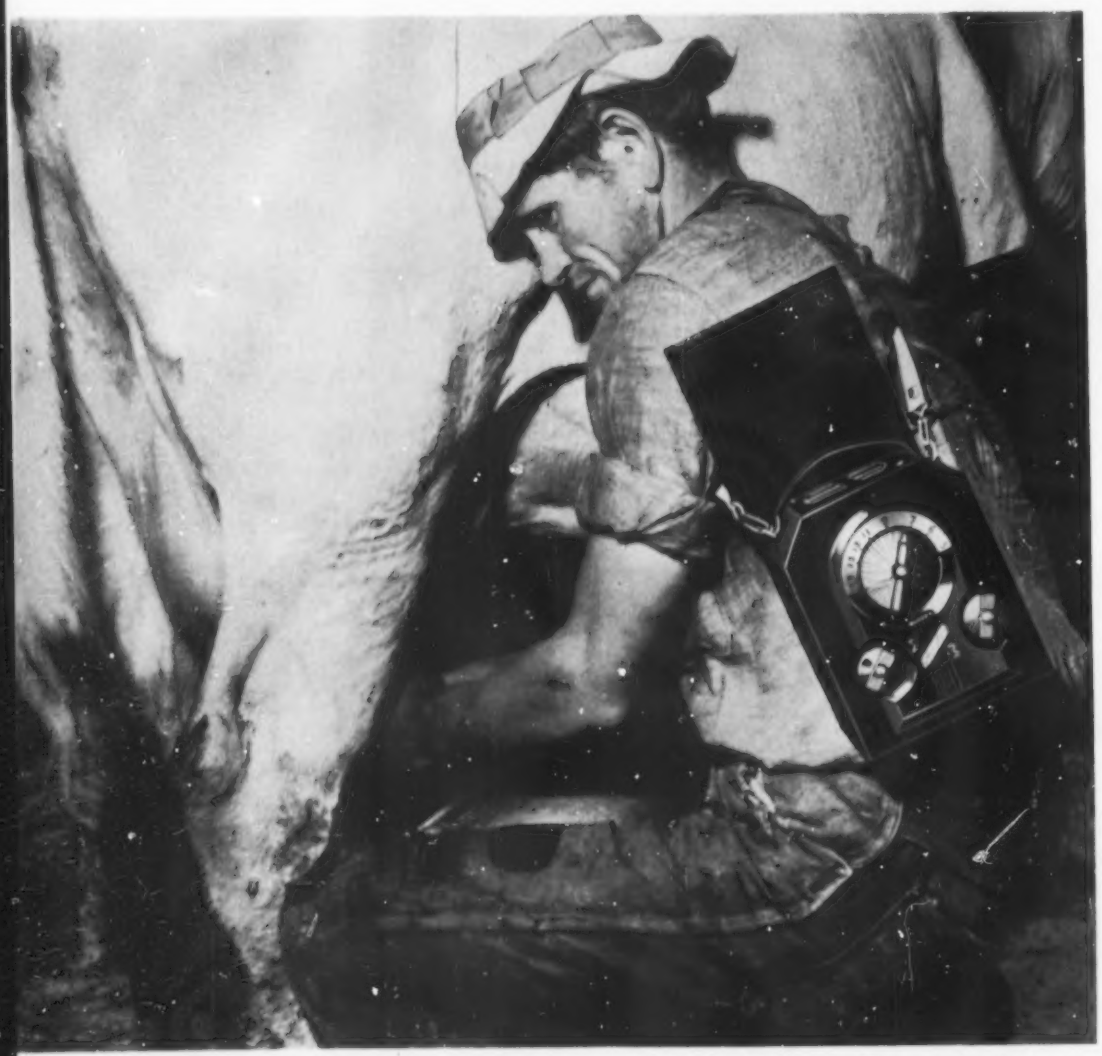
MORE ▸



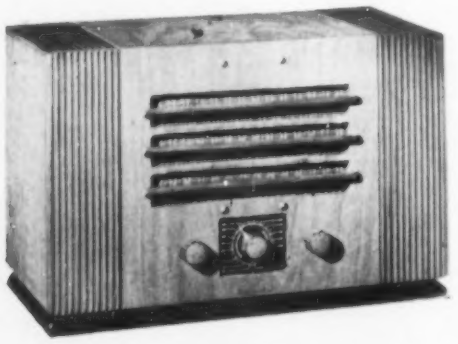
LIMITED MARKET was attracted by this radio-equipped baby buggy which put in an appearance in Chicago in 1934. The radio was a Simplex and it was powered by air cell batteries tucked away in the carriage itself.



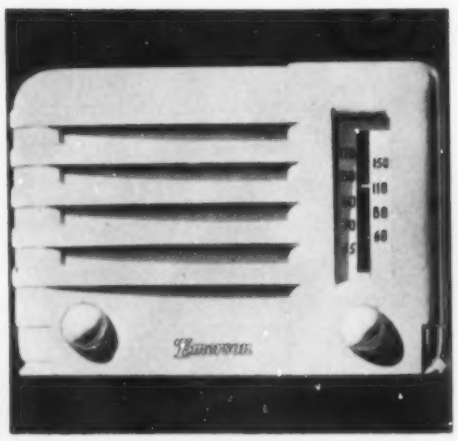
LONG DISTANCE RECEPTION was the theme of this mass display of expensive consoles by the Electric Institute of Washington. Of six sets identified, two famous names (Grunow and Atwater-Kent) are no longer being marketed.



SMALL SET trend was obvious in 1938 Majestic Model 130, described as "world's smallest portable."

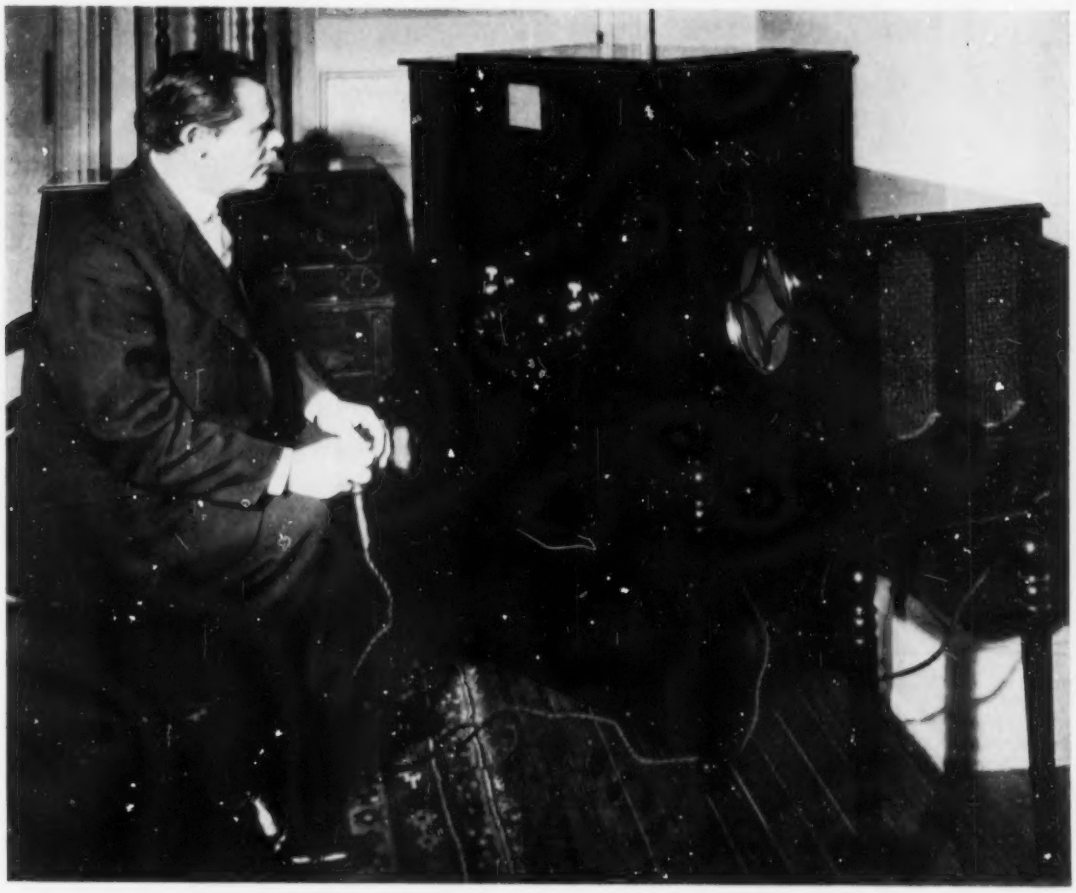


SLOW PACE OF FARM ELECTRIFICATION provided a good business in battery-powered sets long after city radios had been electrified. This 1936 Kadette farm radio retailed at $29.95 (including batteries and tubes).



PRICES WERE HITTING NEW LOWS in the years immediately prior to World War II. This 1939 "Emersonette" measured only six inches wide and five inches high and retailed at $6.95.

TV Is Older Than Most People Think



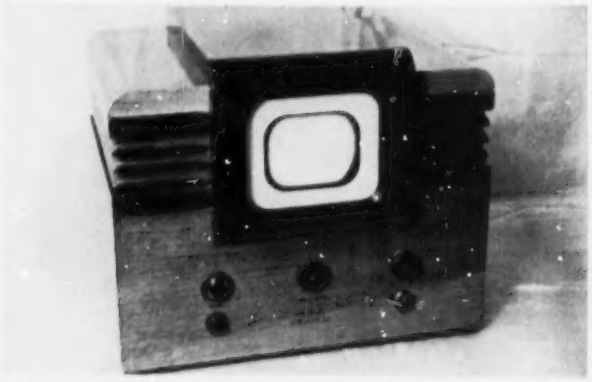
EARLY IN 1928 Dr. E. F. W. Alexanderson of G-E demonstrated his first home TV receiver. It used revolving disc with small holes in spiral formation on the outer edge. Sound was received on separate radio receiver and amplified by loud speaker in foreground. Control held by Dr. Alexanderson helped keep receiver disc in synchronization.



ALSO IN THE LATE TWENTIES, D. Vladimir Zworykin, then with Westinghouse (and later with RCA) demonstrated a cathode ray TV set. Broadcast images were projected on mirror on top of the cabinet, making it possible for a group to watch.



BY 1941 RCA was demonstrating this 13½ by 18 inch screen-set for the FCC. Picture was projected through lens to a mirror on the underside of the cabinet's uptilted lid, then reflected on to the viewing screen. Latter was retractable when not in use.



HISTORIANS at RCA call this the "first commercial table model TV receiver." It was made available to the public in 1939 during the World's Fair for $199.50. It had a five-inch picture, no sound.

End

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NAED
The Wholesaler's Story

Since 1908 associated electrical distributors have been doing their share to strengthen the electrical industry by pushing for better merchandising and better business methods

By **ARTHUR W. HOOPER** Executive Director, National Assn. of Electrical Distributors

THE electrical wholesale distributor did not create himself. He came into being because of the economic law that says supply seeks demand and demand creates supply. He was brought about by the demands of a growing nation to provide its people with merchandise which they had no other means of purchasing.

Before the turn of the century "distribution" was comparatively simple. It had its unique problems current with the times, but it was a far cry from today's complex merchandising structure. Indeed, even considerably beyond the year 1900, pretty much of all selling done by the electrical industry was accomplished in the form of contracts for special equipment.

At one time there was an idea that distribution should cost nothing. The idea was accepted, for the most part, with perfect equanimity. It did cost something to manufacture a product. But it was not so easy to accept the idea that it did cost something to get the product into the customer's hands.

The development of the wholesaler can be traced along the lines of the National Association of Electrical Distributors. In order to combat some of the early evil trade practices—especially credit problems—a group of Chicago wholesalers in 1898 formed the Electrical Supply Dealers Association. (The word 'dealer' did not refer to the present electrical dealer.) Primarily a regional organization, it never grew and went out of existence about eight years later. But the need for a strong group was still present and the Electrical Supply Jobbers Association — the N.A.E.D. — was formed in Niagara Falls, Canada, in 1908.

From the very start it was truly a much more national organization in character than its predecessor. Its members warehoused and sold practically all the products of existing manufacturers. They "travelled" salesmen. And what was more important, the new association did not limit itself to combating industry evils but in addition embarked on business development, sales training and sales-stimulating programs in all of the nation's markets.

Electrical appliances were in their infancy and were sensitive to the highest degree of public opinion. The overwhelming number of homes were not wired for electricity. Popular feeling was that the price of electrical home equipment was too expensive for all but the wealthy.

Appliance Missionaries

The Electrical Supply Jobbers Association undertook a great deal of missionary work in the appliance field. They had many familiar problems. Patent troubles were constant. Pirated lines abounded. Insurance rates for electrical fires were high. Codes were vague and varied widely. The lack of knowledge at all levels was a serious limitation. The appliance items which appeared in the distributor's catalogs were mainly electrical washing machines, ironers, toasters, door bells and some electric heating equipment. That was about it.

The appliance market was narrowly restricted. For many years the distributor was faced with a disparity in the ratio of his sales to his capital invested. His chief competitor was the central station. The early utilities sold appliances for load building purposes. They did not have the distributor's cost and the profit motive was not as important. The E.S.J.A. began urging active merchandising of appliances in 1913. For the next few years, however, the efforts of its distributor members were bogged down along with the rest of the home appliance industry. The entire residential market seemed to have been in a state of inertia.

The United States entry into World War I found the country with a power shortage. The shortage was not so much of generating capacity, but of connecting the community central stations so that surpluses of power from one point could be utilized in another. The war effort acted as the catalyzer which brought into existence the now familiar utility system. Power could be obtained as cheaply in one place as another. Industries could relocate. New markets could open up.

The curtailment of the labor supply and the sharp drop in immigration meant an increase in the amount of power that had to be placed behind each worker. Society had suddenly outgrown its old way of doing things. A remedy was necessary in order for the nation to continue to maintain its high standard of living in the future. It was not long in coming—it effected virtually everyone.

Radio Built Distributors

The decade from 1920 through 1930 saw the growth and rapid expansion of the electrical wholesale distributor as we know him today. The commercial development of radio led the way. During the growing years, the association's Radio Committee conducted innumerable meetings with pioneer radio manufacturers. These meetings contributed greatly toward solving the many unfamiliar distribution and servicing problems of an infant industry. Within the space of four years, 1922 to 1926, distributors' sales of radio zoomed from near zero into the millions. Year-after-year radio sales, often followed by sales of incandescent lamps, were a major part of the distributor's appliance business. While other items competed for the distributor's attention, it was not until 1936, due to an overproduction of radio sets, that the product dropped from the very top of the distributor's dealer business.

The members of the Electrical Supply Jobbers Association, along with the Society for Electrical De-

(*Continued on page 236*)

RCA VICTOR ANNOUNCES

WORLD'S FIRST FAMILY OF HIGH FIDELITY

DESIGNED FOR STEREOPHONIC SOUND

YOU CAN ADD NOW OR LATER

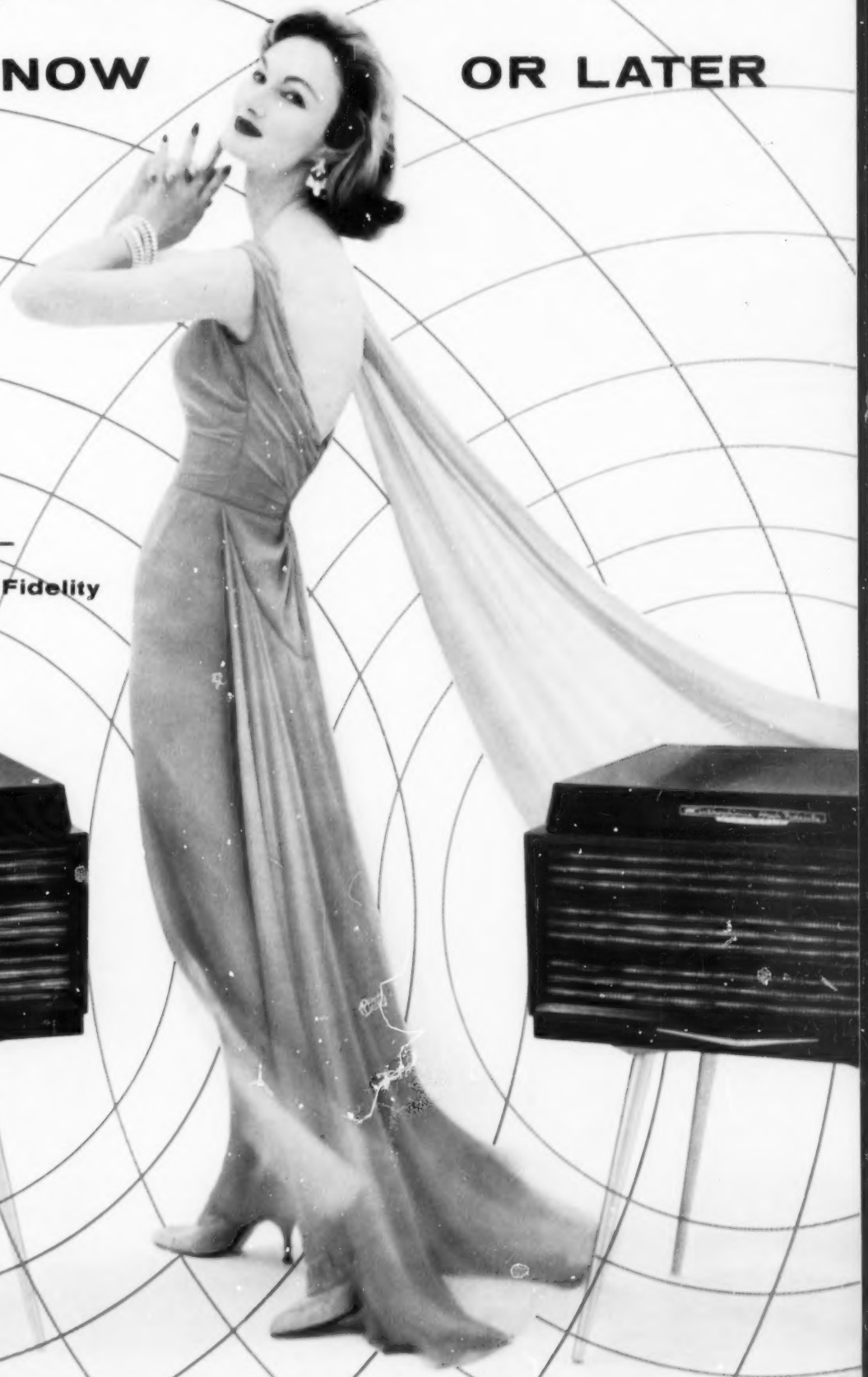
Here's the

Newest Sensation in Sound –

The "Future Sound" of High Fidelity

It's Hi-Fi with

extra sales built in!



One sale leads to another!

Most powerful, most feature-packed

Makes every customer an immediate

"Sell-up" features that show! With every increase in price, new RCA Victor High Fidelity gives you features you can demonstrate for increased sales throughout the line.



"45" HI-FI Luggage-type case. *Mark XII.* (8HF45P) **$69.95.** Mahog., oak, maple finish. *Mark VIII.* (7HF45) Mahog. **$79.95.**



PORTABLE with 3-speaker Panoramic Sound! 4-speed changer. Stereo switch. Brown luggage-type case. *Mark XI.* (SHF9) **$129.95.**



FINE FURNITURE styling — 3 speakers. 4-speed changer. Stereo switch. Four rich wood finishes. *Mark IX.* (SHF8) Mahog. **$139.95.**



ADDED POWER! 3 speakers. 4 speeds. Stereo switch. Four smart wood finishes. *Mark VII.* (SHF7) Mahogany **$159.95.**



LUXURY CONSOLE. AM-FM. 4 speakers. 4 speeds. Stereo switch. Mahogany, maple or light rift oak finishes. *Mark III.* (SHF3) Mah. **$375.**



SUPERB CONSOLE — 4 speakers. 4 speeds. Stereo switch. Traditional in mahogany finish; modern in light rift oak finish or natural walnut. *Mark II.* (SHF2) Mahogany **$795.**

There's never before been a High Fidelity line like this! It's got the repeat sales *built in!* Every time you sell a new RCA Victor High Fidelity "Victrola,"* you're ready to close *another* sale. That's because eight of these sensational instruments are equipped with Stereophonic switches that let your customers add a matching Recorder-"Victrola" Stereotape Player. You can sell this "Add-on" unit along with the High Fidelity — or at any time in the future.

Loaded with features—inside and out! RCA Victor's new High Fidelity "Victrolas" are *styled for sound.* There's no mess, no clutter — nothing to put together. These *laboratory-balanced systems* are ready to plug in and play! And what sound! Just demonstrate the fabulous tone of 3- or 4-speaker Panoramic Sound powered by a mighty Supercharged Chassis. See how many prospects can resist *that!*

Show them the 4-speed Floating Action Changer that handles records swiftly — silently — gently. Let them try fast, accurate tuning on sets with built-in AM-FM radios. Point out how the "Magic Eye" guides them to pinpoint tuning accuracy. Show how Magic Ray Lighting lets you find the controls you want — even in a darkened room.

For the fashion-conscious, there are magnificent finishes like mahogany, natural walnut, light rift oak, maple or black mink.

High Fidelity in RCA Victor history!

prospect for "Add-on" Stereophonic Sound!



EXTRA-POWERFUL CONSOLETTE. 3 speakers. 4 speeds. Stereo switch. Mahogany, light rift oak or maple finishes. *Mark VI.* (SHF6) Mahog. **$189.95.**



FULL CONSOLE! 4 speakers. 4 speeds. Stereo switch. Provision for AM-FM tuner. Mahogany, light rift oak, or maple finishes. *Mark IV.* (SHF5) Mahogany **$229.95.**



HAS AM-FM TUNER! 4 speakers, 4 speeds. AM-FM radio. Mahogany, light rift oak or maple finishes. *Mark IVD.* (SHF4) Mahogany **$299.95.**



8 SPEAKERS—Built-in Stereo unit—tape recorder. AM-FM tuner. 4-speed changer. Moving coil pickup. "Magic Eye" visual tuner. 3 matched cabinets. Traditional styling in mahogany finish. Modern styling in light rift oak finish or natural walnut. *Mark I.* (SHF1) **$2000.**

But for the big pay-off—demonstrate Stereophonic Sound. It's a sure-fire sales-clincher that turns the "lookers" into buyers.

For stereo demonstration tapes and details on how to arrange a store demonstration—contact your RCA Victor distributor today!

RCA VICTOR

Manufacturer's nationally advertised list prices shown, subject to change without notice. Slightly higher far West and South. Prices are for mahogany finishes, except where noted otherwise. *RCA trademark for record and tape players.



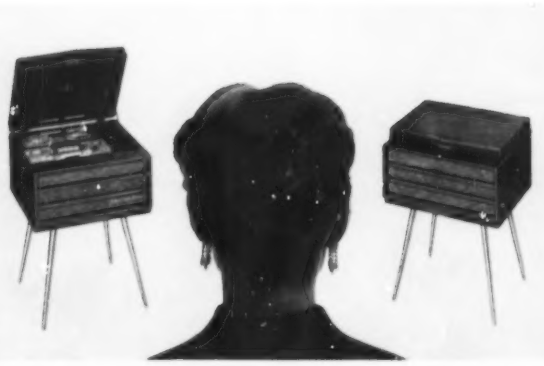
Here are matching "Add-on" Recorder-"Victrola" Stereotape Player units you can sell to customers who buy RCA Victor High Fidelity!

Left: STR3 for use with *Mark XI.* Center: STR6 for *Mark VI, Mark VII or Mark IX.* Right: STR2 for *Mark II, Mark III, Mark IVD or Mark IV.*

LOOK AT THE SELL-UP POTENTIAL IN THESE GREAT NEW FEATURES







1—**STEREOPHONIC SWITCH** on new RCA Victor High Fidelity brings you Stereophonic Sound in seconds. Conveniently located in the front of your High Fidelity set, you simply flick the switch, place a Stereo-orthophonic tape on your "Add-on" Stereotape Player — and you're ready to listen.

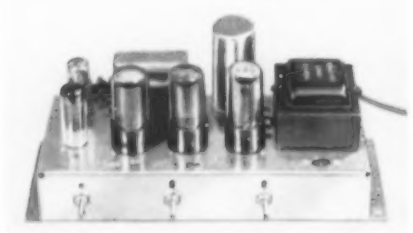
STEREOPHONIC SOUND is recorded with 2 microphones on *double-track* hi-fi tape. Instruments at the left are picked up more strongly on one track; instruments at the right are picked up more strongly on the other track.

THE TAPE IS THEN PLAYED BACK through *two* multiple-speaker sound systems: one is in your RCA Victor High Fidelity "Victrola,"® the other is in your "Add-on" Stereotape Player. You hear a *re-creation* of the original performance — with the *full directional* effect of natural sound!

"Victrola" Stereotape Players also *record* single-track tape



2—**PANORAMIC SOUND** with 3 or 4 speakers in every model from $129.95. Speakers are scientifically angled and balanced for true room-wide distribution of frequencies. *Dead* areas are eliminated!



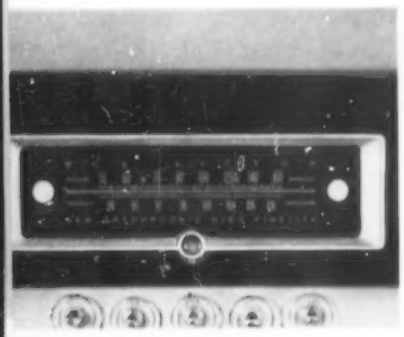
3—**SUPERCHARGED CHASSIS.** Power to spare! New RCA Victor High Fidelity gives you greater wattage than ever before. Each mighty chassis is *specifically designed* for best possible performance with its own particular cabinet and Panoramic Speaker System.



4—**STYLED FOR SOUND!** The beautiful design of these cabinets started from within! In high fidelity, the cabinet must actually be part of the sound system. That's why RCA Victor cabinetry is approved only after it meets every requirement for best sound.



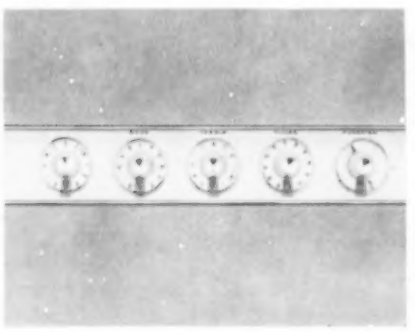
5—**FLOATING ACTION RECORD CHANGER.** This 4-speed changer handles records quickly, silently, gently. Lightweight tone arm with twin-styli prevents excessive wear on record grooves.



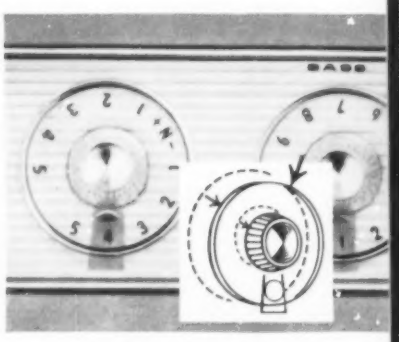
6—**FAST, ACCURATE AM-FM TUNING.** Built-in radios are easier to tune—more accurate. You can scan the entire dial in seconds . . . yet tune stations with pinpoint accuracy.



7—**"MAGIC EYE" VISUAL TUNER** on most High Fidelity with AM-FM radios. Conveniently mounted at the front of the tuning dial, this famous RCA Victor "extra" guides you to hair-splitting accuracy when tuning.



8—**MAGIC RAY LIGHTING CONTROLS** on the *Mark I, II, III.* A soft glow of light circles each individual knob on the "Master Control" Panel. You can tune your set even in a darkened room.



9—**"ON-OFF" LOUDNESS CONTROL.** Most instruments with AM-FM radios let you preset loudness. Just pull the knob and sound comes on at the right volume.

HARD-HITTING CONSUMER ADVERTISING WILL TELL YOUR CUSTOMERS ABOUT THIS GREAT NEW LINE! Look for ads in Life, Reader's Digest, and Ebony. Radio and TV commercials will be broadcast on top-rated, hard-hitting network television and radio programs.

RCA VICTOR
RADIO CORPORATION OF AMERICA

50

NARDA: An Answer to the Dealer's Need

Until 1942 every dealer association that was formed seemed only to prove that retailers were too independent to work well together. Then came the National Appliance and Radio-TV Dealers Assn.—and stature and permanent industry representation for the dealer

By A. W. BERNSOHN Executive Vice-President, NARDA

IN all the 50 years during which ELECTRICAL MERCHANDISING has been serving the appliance and, later, radio-television industry, only one national organization of retailers has existed with any appreciable longevity. This is the National Appliance & Radio-TV Dealers Association, Inc., more commonly known as NARDA.

In 1942 a young employee of the Edison Electric Co. of Chicago, Malcolm Rodgers, was assigned the job of co-ordinating the appliance dealers' efforts toward helping win the war. In Washington he found that the federal records he consulted for facts about this industry showed it didn't exist: Appliances were considered just a department in furniture, department and hardware stores.

He came back to Chicago and, with the help of J. A. Cobbey, a far-sighted Chicago attorney who still serves as NARDA's chief legal counsel, the industry's business papers and a few others, NARDA—then known as the National Electrical Retailers Association—was formed.

On April 18, Mr. Cobbey and two legal associates formed NERA's first Board of Directors. The handful of dealers who met to form the organization elected C. B. Sikking, a recently retired retailer from Springfield, Ill., as the association's first president. Mr. Rodgers was treasurer and later the first managing director of the group, and Mr. Cobbey secretary. Offices of NERA were set up in the Merchandise Mart.

The first significant service NERA created for its members was the Trade-In Guide which now has developed to the NARDA Trade-In Blue Books. This was in 1945. In 1946 Paul Kees became NERA's president.

The next year the struggling young organization elected Herb Names of Denver to its head and Ken Stucky, today's NARDA president, as vice-president. Clifford C. Simpson, now with the Chicago Electric Association, became managing director and to him fell the formidable job of creating membership-development techniques and developing a group of services the association could render its membership. Most of the services then established are still in effect today.

New Name, New Blood

In 1948, the new name of National Appliance & Radio Dealers Association was adopted by the group and stronger leaders began coming into NARDA. Many of them—Ed Kuehn of Belleville, Ill., Vergal Bourland of Fort Worth, Phil Urner of Bakersfield—are still active today. Herb Names, a driving, peppery little guy with sharp wit and a ready smile, barnstormed the country and laid much of the groundwork for the present organization's development.

James Lee Pryor of Wilmington, Del., was NARDA's president in 1949 and 1950 and it was in this period that an even more substantial calibre of retailer joined the association and it began to attain stature. The team that was to bring NARDA to significance, Mort Farr of Upper Darby, Pa., and Harry Price of Norfolk, Va., was elected to the board of directors.

In mid-1950, Simpson resigned from the managing director's post to accept his position with The Electric Association and Ira Lavin, publicity director of NARDA, was given the responsibility of acting managing director. Other key members of that early staff were Mrs. Alphild Guyette, secretary, and Norman K. Brahmstedt, director of member services.

The following year, Mort Farr became NARDA's president and A. W. Bernsohn was brought from RCA Victor's publicity staff to become managing director. Farr's tremendous personal drive and selfless dedication to the organization, in two years, resulted in a very substantial influx of members, a far sounder financial position for the association and a strengthening of NARDA's standing in the industry at all levels as well as getting it recognized in federal circles as the spokesman for the retailers of the industry.

After Farr's two years as president, Wallace Johnston of Mem-

(Continued on page 238)

NARDA Leans on Men Like These



President Ken Stucky



Past-President Don Gebbert



Board Chairman Mort Farr



Exec. Chairman Harry Price



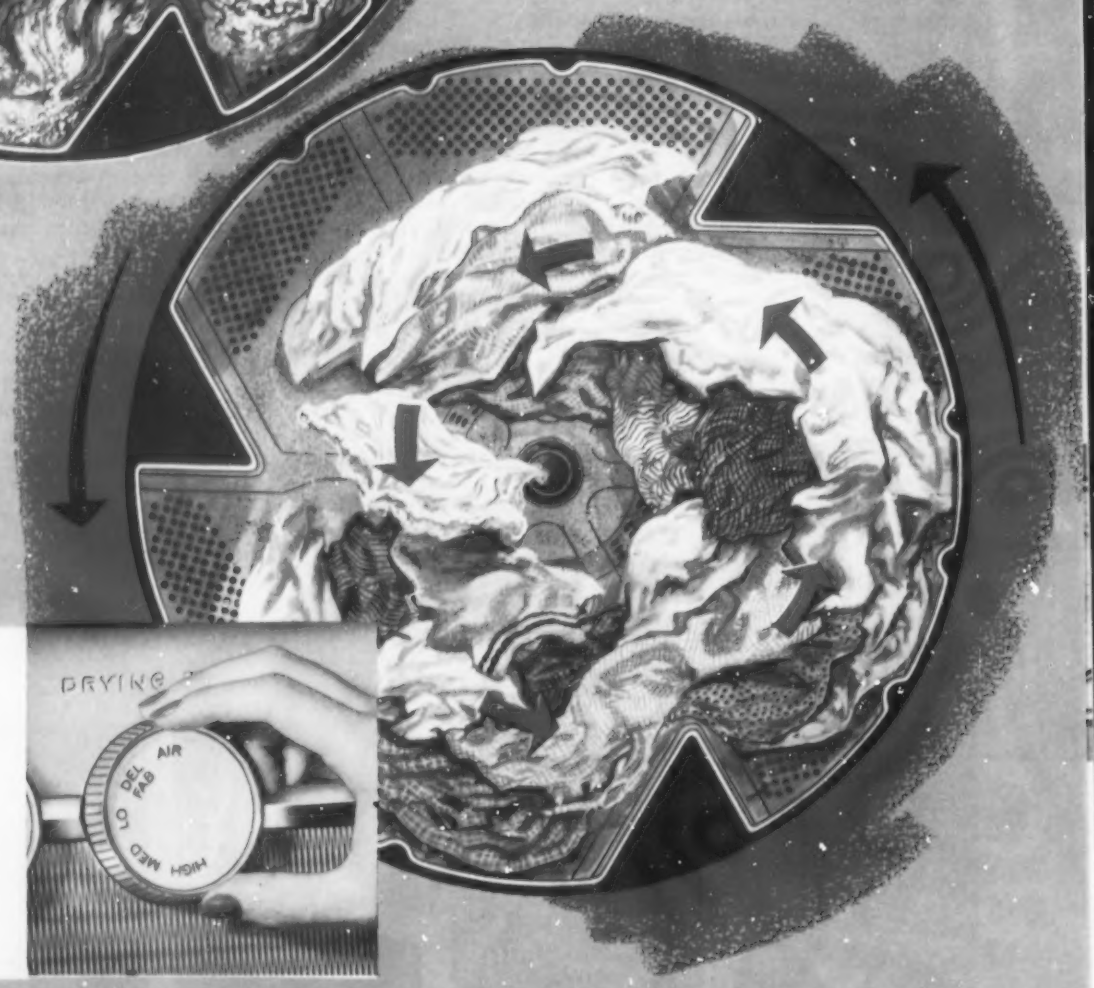
FILTER-

washes cleaner with less water

It's brand new . . . and entirely different! Show your prospects how clothes circulate and recirculate through a constantly filtered, powerful stream of sudsy water . . . penetrating every fiber to loosen even the most stubborn soil. Each individual fabric automatically gets a thorough washing . . . yet uses much less water. It's a soap-saver too . . . using just ¼ cup per wash load!

dries all fabrics safely and fluffier

Anything washable can be dried by the "just right" temperature selected from 5 automatic settings in the full range of drying heats. Clothes are never exposed to high temperatures because heated air is *tempered*, and then directed through the tumbling clothes in a scientifically correct pattern for most efficient drying. The full size cylinder gives the needed room to dry up to 10 pounds of clothes fluffier . . . softer!



easy-to-set dial

So convenient to use with 5 automatic marked settings — plus an infinite number of heats in between! "HIGH" for woolens and rugs; "MED" for cottons and whites; "LO" for nylons and silks; "DEL FAB" for synthetics; "AIR" for fluffing or simply airing out clothes.

STREAM WASHING AND 5-TEMP DRYING

DEMONSTRATE... ...the big "extras" that make the

RCA **Whirlpool**

washer-dryer combination

EASIER TO SELL!

washes . . . rinses . . . dries . . . in one continuous operation



DEMONSTRATE...

these other easier-to-sell features!

Filter-Stream rinsing . . . built-in Lint Filter . . . 3 temp water selection . . . built-in water heater . . . 10-pound capacity . . . built-in bluing and bleach dispenser . . . automatic door shut-off . . . porcelain enamel top . . . available in pink, yellow, green, white.

RCA WHIRLPOOL Home Appliances
Products of **WHIRLPOOL CORPORATION** St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks Whirlpool and RCA authorized by trademark owner Radio Corporation of America

50

ELECTRICAL LEAGUES

Sponsors of Market Development

Ever since the founding of the Boston Electric Club in 1887, the Electrical Leagues have been initiating, developing and expanding cooperative promotions for the benefit of the entire industry.

By O. C. SMALL — Formerly Secretary, International Assn. of Electrical Leagues; Manager, the Natl. Adequate Wiring Bureau; Manager Business Development, NEMA; Manager, Business Development Dept., Society for Electrical Development.

FOR the 50th Anniversary of ELECTRICAL MERCHANDISING the record would not be complete without reference to the contribution that the electrical leagues make to the progress of the electrical industry.

Actually, the movement is almost as old as our electrical industry. Edison is credited with producing the first commercially practical electric lamp in 1879. The first electrical league was organized in New York some time in the 1880's. If someone knows the exact date and year we can establish another historical fact. We do know that there was an electric club organized in Boston in 1887. The date was June 21 and it is recorded in issue No. 26, Vol. IV of "Modern Light and Heat" published in Boston on June 28, 1888, and recording the first anniversary of the club.

It will be of further interest to know that among the many early leaders in our industry who accepted invitations to attend were E. W. Rice, C. W. Holtzer, T. C. Martin, Charles W. Price, E. Morss and others. Among those sending their regrets were the then President of the United States and such men as Thomas A. Edison, Elihu Thomson and Leverett Saltonstall.

In the record is reference to the New York Club as antedating the Boston group. This establishes the fact that the local cooperative movement started before 1887.

Since that time, scores of electrical leagues have been organized throughout the country. Some fell by the wayside while others have continued highly successful operations to the present day. Many changes have taken place in organization detail and name but the fundamental purpose persists—to undertake programs designed, by cooperative means, to expand our markets for products and services.

It Started in Cleveland

Undoubtedly the organization looked upon as the mother lode of the league movement is the Electrical League of Cleveland, launched in 1908 and still performing yeoman service for the electrical industry in that city. This organization was the brain child of J. Robert Crouse, then and still regarded as the prime mover in cooperative endeavor in our industry. To him is given major credit for the formation of the Association of Licensed Manufacturers of Incandescent Lamps (1900-1903). In 1905 he discussed cooperative market development before the utilities at the NELA (now EEI) convention in Denver. In 1906 he reported on the organization of the Cooperative Electrical Development Association which in 1913 took form in The Society for Electrical Development, at a meeting of electrical industry leaders held at Association Island, Henderson Harbor, N. Y. The general idea had been discussed at the same place in September, 1912, the overall intent being to broaden the base of national electrical cooperative operations.

In essence, the SED resembled an electrical league on the national plane in that it drew its membership and support from all branches of the electrical industry. It was generally recognized as the umbrella over the league movement and most industry programs planned for cooperative promotion were carried forward nationally by the SED and locally by the leagues.

It is not suggested that the SED controlled the leagues. Far from it. They had representation on the Board of Governors of that organization and to make their position clear and to assure them a voice in national electrical affairs they set up the Electrical League Council in the mid twenties. This group passed out of existence with the demise of the SED in 1933.

First Marketing Help

For almost 30 years the leagues confined their efforts primarily to social activities on the principle that more rapid and satisfactory progress can be made by better knowing the problems and personalities of one's competitors. The year 1919 marked a great change. The Cleveland group decided that the time had arrived for it to expand its program into the business field and out of this came a series of market development activities. While everyone of these served well the interests of electrical concerns in Cleveland they, at the same time, became the pattern for similar operations in other centers throughout the country.

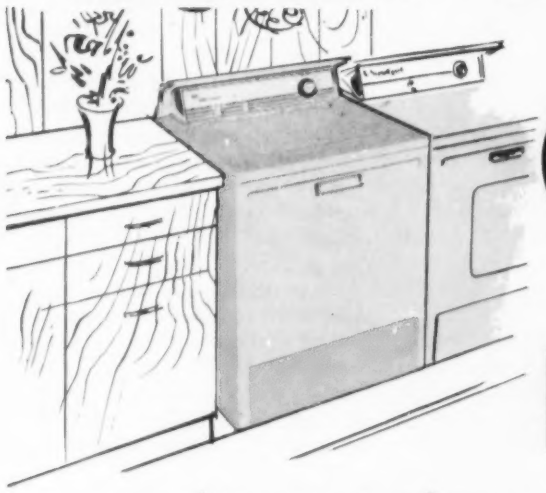
There is no need to provide a list of Cleveland programs here and it is hardly necessary to say that they offered something of interest to all branches of the electrical industry and promoted all its services—lighting, heating, power, communications, etc. At the head of this operation was a man whose name should be recorded. John (Jack) E. North was the Cleveland League president and manager for more than a quarter of a century and to him goes credit for a display of independent, hardheaded, practical thinking that gave real substance to the possibilities inherent in local cooperative action.

As one reviews the scene, it comes forcibly to mind that not only do too few in our industry realize how useful the electrical leagues can be but they also seem ignorant of the fact that many of our best promotional programs were thought out, initiated and proved practical by one league or another. They do not appreciate the infinite variety of league approaches to a common problem made necessary by reason of differ-

(Continued on page 240)



BUILT-IN LINT FILTER



... the big "extra" that makes

RCA **Whirlpool**

automatic washers

EASIER TO SELL!

nothing interferes with loading or unloading . . .
gives "lint-free" clothes with partial or full loads!

plus all these most wanted features

★2 SPEEDS, 2 CYCLES ★3-TEMP SELECTOR

★MOST THOROUGH RINSING ★SUDS-MISER®

RCA WHIRLPOOL Home Appliances
Products of **WHIRLPOOL CORPORATION** St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America

50

EEI's 24 Years of Industry Selling

Out of the efforts of its 60 committees come industry promotions like Housepower, the Coordinated Calendar, range-water-heater-dryer campaign and the appliance sales training course —all of which help the appliance industry sell more goods

By **PAUL DUPRES** Edison Electric Institute

"THE name of this Association shall be Edison Electric Institute." This simple phrase is Article No. 1 of Edison Electric Institute's Constitution and it summarizes the formation, on January 12, 1933, of EEI, which rapidly became one of the nation's leading trade associations. The Institute succeeded the former National Electric Light Association. Its objectives are:

1. The advancement in the public interest of the art of producing, transmitting, and distributing electricity and the promotion of scientific research in such fields.

2. The ascertainment and making available to the members and the public of factual information, data and statistics relating to the electric industry.

3. To aid its operating company members to generate and sell electric energy at the lowest possible price commensurate with safe and adequate service, giving due regard to the interests of the consumer.

These objectives have been rigidly adhered to through the years by the Institute which has created for itself an enviable record of service to its investor-owned member companies. The Institute's membership includes nearly 200 electric utility operating companies which provide electricity for approximately 95 percent of all customers served in the United States by investor-owned companies. The work carried out by EEI since its formation has been vital to the continuing development of the industry.

The Institute has 60 standing committees in which some 1,700 of the country's top electric utility men work together to discuss and solve problems encountered in the various electric light and power companies across the country. Millions of dollars have been saved to the industry and to the general public through the adoption of techniques and equipment which are discussed, analyzed, and adopted at EEI committee meetings.

The working committees of EEI are divided into four categories: General, Engineering and Operating, Commercial, and Accounting. Under each of these divisions are grouped the various committees in each of those general fields. The officers of the Institute exercise powers delegated to them by the Institute's board of directors in handling the administration of the Institute's day-to-day affairs. EEI has a relatively small, but highly efficient staff which works with the various committees in this administrative work. An extensive library of publications pertaining to the electric industry is maintained at EEI headquarters in New York City. One hundred and eighty-six operating companies are now members, in addition to nine holding companies.

Each of the divisions of EEI is equally important and active in the interests of the entire industry, but for the purposes of this article, particular emphasis is given to the commercial (or sales) activities of the Institute.

The Commercial Division's committees are classified under six groups: Executive Committee Commercial Sales, Farm, Residential, Industrial Power and Heating, and Special Service. Each committee initiates and produces studies, reports, and promotional plans and materials to serve the particular phase of the electric industry that falls within its special scope.

Housepower

One of EEI's principal programs currently in effect is the Housepower program, directed by the Wiring Promotion Committee. Begun on a national scale in May, 1956, Housepower is a residential rewiring promotion which was launched with intensive national magazine and television advertising. During 1956 a nationwide consumer contest was held in which entrants were required to check items relating to their home wiring and to complete a 25-word phrase. The portions of the entry blanks containing the checked items were subsequently sent to the local utility companies for possible leads. The success of this consumer contest surpassed all expectations; a total of some 316,000 entries was received. Equally gratifying has been the industry-wide acceptance of the Housepower program. During 1956, manufacturers spent more than $1,500,000 in space advertising and air promotions featuring Housepower, while other trade associations such as NAWB, NECA, NAED, NEMA and the Live Better Electrically program contributed substantially to the national promotion of the campaign. Electrical manufacturers and participating utilities have also invested heavily to make the program a success both on national and local levels. The effect of this industrywide coordinated advertising is now showing in increased sales of wiring equipment. The goal of the program is the modernization of the wiring systems in an estimated twenty million inadequately wired homes which, it is believed, may take about ten years to achieve.

Other Residential Promotions

Industry-wide coordinated promotions such as Housepower are not a new idea. Many fine residential promotions have been carried out on a more or less nationwide scale in the past. In 1924, for instance, nine years before EEI came into being, a better home lighting promotion was staged. A series of industrial lighting campaigns were conducted during 1925 and 1926, aimed at factory and business executives who were, and still are, very interested in any equipment that would increase production without increasing basic labor costs. In 1927, the National

(Continued on page 242)

See them all at the July

HOUSEWARES SHOW

in Atlantic City

BOOTHS 1823-25-27

NEW from Oster



NEW **3-SPEED PORTABLE MIXER**

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50

AFTER 50 YEARS...



50 YEARS AGO: **HOUSEKEEPING** at the turn of the century was a time-consuming, back-breaking job. This old-fashioned kitchen lacked adequate storage space, had no provisions for keeping fresh food, and was dominated by the inconvenient and inefficient coal range.

TODAY: **THE WHOLE CONCEPT** of the kitchen is new. Modern appliances reduce the time and labor needed to keep house well; the new approach to kitchen planning makes it easier to use these new products and at the same time tailors the kitchen to the family's way of life.



THE HOUSEWIFE KNOWS

It's an Easier and Better Life

By BERNICE STRAWN

Consultant; formerly equipment editor, *Woman's Home Companion*

WHAT do women talk about when they get together?

One thing certain, their housework and their kitchens come up for more than just a passing remark. And for the most part they're singing the praises of new appliances. (Occasionally, of course, there's a discordant note about how long it took the service man to get there to fix the washer or about a range cleaning problem.)

The general tone with younger women indicates it's a foregone conclusion that housework must be done with the help of automatic equipment and what they don't have now they're pretty sure they'll soon find a way to get.

Being worn out was practically a necessary evil for a homemaker 50 years ago--but since then kitchens and laundries have come a long way to help with the hard work. Now a woman doesn't need to make a big production out of getting meals and cleaning up; automatic equipment can take over a number of her menial jobs.

Homemaking like any other profession has some problems to solve: How to find time to do all the tedious chores without losing track of the creative and interesting ones; how to stretch one's energy to last through the day; how to create a pleasant atmosphere in which to work and dodge the frustrations which are sure to arise. To help on each of these counts there is at least one modern appliance.

Time On Her Hands

Time has always been a problem. Back at the turn of the century, if a woman didn't spend her time cooking, sewing, cleaning and taking care of children, there wasn't much she could look forward to unless it was a much-needed rest which she seldom got. But outside the home only a few unmarried women were employed in offices or as teachers. Politics was not open to women, they couldn't vote. Also a respectable married woman's place was in the home (and still is, according to many). Contrast this with today when over 22 million women are working in a wide variety of occupations outside the home and over 16 million of them are married.

Something had to happen to release this time. One potent influence has been the advance in modern kitchen and laundry equipment. It has been said that the greatest manpower reserve in the United States is women. Our automatic equipment has had a part in creating this reserve. It's a two-way street too; the more women employed, the more income there is for purchase of new appliances for the home.

Occasionally someone takes a poke at this time and energy that is saved by our new way of life--what happens to it? There's plenty of evidence that women make good use of it. In the first place homemaking is a broader job than it used to be. Isolationism is outdated and a woman can share in neighborhood and civic activities especially if she is not employed outside her home. The job of shopping for a large part of her husband's and son's clothes falls on her; she's the family chauffeur taking children to school or scout meeting, her husband to the train if they are suburbanites, or maybe all the way to the office. She often does the family accounting and frequently plays an important role socially with her husband's busines associates. Some women also manage to do some types of work in their own homes to supplement the family income.

Time saved often comes from routine jobs for which the appliances can substitute or eliminate. Take for instance the freezer and the use of frozen foods which cut down on KP duty. Old directions for French-fried potatoes start by saying wash, peel and cut potatoes into strips, heat fat in deep pan, etc. But the modern way is to take a package from the freezer, place contents in a pan and heat. There are also fewer utensils to wash because the preparation took place at an earlier time, either in the home or before she bought the food. A lot of women like to cook but the cleanup and dishwashing are another matter. With the waste disposer and dishwasher to do this there are no complaints, no bickering about who will do it.

One time and energy waster that many families still put up with is hard water. For three months an Indiana family kept records of time involved in various household tasks with hard water and then repeated for a like period after installation of an automatic water softener. The homemaker washed her kitchen cabinets in 35 minutes with soft water while 63 minutes were required to do the job with hard water. She also used 28 percent more cleanser during the hard water period. The nuisance value of harsh bath towels, grayed clothes, hard water scum on clothes, cloudy glassware, the ring around the bath tub and problems in personal grooming were impossible to measure.

Planning Plays Its Role

To cite every development which conserves human energy and time would be impossible but surely storage and good planning rate high on the list. The old-fashioned kitchen with almost everything stored in a pantry called for a lot of criss-cross trips. Today's kitchens are planned for storage at the point

MORE ▸

It's A Easier and Better Life

CONTINUED

of first use. The new package kitchens have taken this into consideration too so that utensil storage can be near the work area where needed. Cabinets are available with sections planned for a particular purpose such as one-row-deep shelves for small packages of foods, sliding pan hooks for hanging utensils, and files for trays. With work-simplification principles as used in industry, many new types of storage have been designed to make supplies accessible with a minimum of stooping, reaching and searching.

Thought has been given to working heights suitable for sitting at work. A sit-down ironing board, ironer, sink with recessed front to allow knee room are among these energy savers. Of course, the built-in oven gives a convenient working height if properly placed in relation to the height of the worker.

Ask a group of women what they dislike most about housework and cleaning will be frequently mentioned. There is still room for improvement in this field but the vacuum cleaner is mentioned again and again as a boon to easier cleaning. These comments are also backed up by laboratory tests. The amount of energy spent per hour under different conditions has been measured. Sweeping a rug with a broom causes an increase of 329 percent in use of energy above that needed while at rest. Cleaning the rug with a vacuum cleaner, by comparison, increases the energy consumption only 102 percent.

Hanging clothes on a line from a basket on the ground classifies as "heavy work" which increases energy expenditure from 150 to 200 percent above the amount used while resting. No wonder women think their dryers make laundry less strenuous. Walking upstairs is one of the greatest drains on energy —this requires an increase of 1136 percent above resting. If to this is added the work of carrying a basket of wet clothes up the basement stairs, no further proof should be needed that the well-located automatic laundry is a woman saver.

The Happy Worker

The best stimulant to energy is happiness. A pleasant atmosphere, a colorful air-conditioned, well-lighted room gives a tremendous lift to one's spirits. Cheerful colors in appliances, cabinets, flooring, accessories, counter tops, draperies and wall coverings can go a long way toward a happy atmosphere where work will be less tiresome. It is also a fact that a woman gets more tired when the job does not seem to be her rightful work. Here again, appliances can handle monotonous details freeing the homemaker for jobs she feels are constructive and satisfying.

Running a household is a three-ring circus; while she cleans up milk spilt by the baby, vegetables boil dry and the door bell rings. To help avoid frustration, automatic controls for top-of-the-range cooking are like an extra pair of hands. She knows that at least the food cooking there can be safely put out of mind while she concentrates on other things. There is no automatic device yet that feeds the baby or greets her husband when he comes home, and she doesn't want one. Small appliances with automatic heat controls also go a long way to relieve her mind so that she can divert her attention to jobs where she is personally needed. The freezer can help her choose the time when she does some food preparation so that last-minute frustrations at mealtime are minimized.

The direction of recent kitchen planning has been to study human nature and make the kitchen fit the woman, her family and their living habits. Back 50 years ago, the family had to fit into the kitchen and make the most of it. But at that time there was more household help. Before World War I there were 20 domestic servants for every 1000 people, now there are 9 for every 1000. But instead, the electrical servants are increasing steadily. Now twice as many kinds of appliances have come into use as there were before World War I. Also more families in every walk of life can have this type of servant.

The Environment Changes

These changes in kitchens and laundries haven't been confined within the walls of the rooms—they're much farther reaching than that. And those kitchen walls have been disappearing too. The family room merges with the kitchen and cooking goes on any place inside or outside the house with portable appliances.

Right in line have been changes in standards of living including health and nutrition. Controlled heat means less waste in cooking; freezing offers a greater variety of nutritive foods throughout the year. A vote on the side of better health goes to the constant supply of hot water and automatic dishwashers which have been far more efficient in removing bacteria from food utensils than ordinary hand dishwashing, according to one study by the Department of Medicine, University of Louisville, and another at Ohio State University. The waste disposer has gone a long way toward ridding the home of flies and other pests by doing away with food waste before it comes under the heading of garbage.

Laundry standards have changed too. There's no need to scrimp on clean clothes and linens. Many garments and towels go into the automatic laundry and out without any hand work or ironing. New finishes for old familiar fabrics and the man-made fibers have simplified laundering. Never before thought of as washable are women's coats, and even men's suits. Now many of these can be washed automatically.

The growing popularity of floor cleaning and polishing equipment attests to the job it does so well, making it possible for the homemaker to keep her chin up while she does this lowly job. And the standard is higher according to a study made a few years ago. In a research project, a group of homemakers used their vacuum-cleaning equipment for rugs, dusting, walls, draperies and the many other jobs for which it is designed. They removed an average of more than two and one-half as much dirt from their homes as when they used old hand methods. There was a big saving of time too.

Family Interest Grows

Family life is changing along with these developments; maybe this is a cause and also a result. In addition to housewives, husbands also participate in home chores. The whole family tends to be home more. A government survey of family expenditures shows that in 1940 the movies took 20 percent of the family recreational budget but only 10 percent in 1955. During this time, the category of expenses for radio, TV, records and musical instruments rose from 14 to 23 percent. There has also been an increase in other activities which the family do as a group and this extends to cooking too. Easy-to-use plug-in appliances intrigue family members to help with meals. Almost anyone is likely to run a load of clothes through the washer and dryer. No doubt a colorful kitchen or family room is a help in luring children closer to the jobs to be done.

All this means that homemaking has risen to a higher plane. The woman is in the role of making decisions, doing the creative part and operating the equipment to perform the repetitive tasks.

It All Takes Learning

This so-called kitchen revolution experienced mostly during the last two decades has set off a chain of reactions. Even education is affected. Many high schools include use and care of appliances in their home economics courses.

Homemaking is a science and much of the responsibility for teaching it to the younger generation is carried by the schools. Appliance manufacturers' cooperation has been necessary to make this effective so that students can use up-to-date equipment. Younger people are constantly exposed to a better way of life which filters back to their parents. And within a few short years these students will be homemakers themselves.

Before 1940 only a handful of colleges and universities offered training in household equipment. Now practically every college offering home economics includes household equipment at least as part of a course and many offer advanced degrees and opportunity for research in this field.

Adult education classes have been eager for more help on selection and use of appliances as well as how to plan kitchen improvements. The extension services and vocational high school teachers are alert to this need. Utility-company home economists hold classes for adult groups in the interest of satisfying this desire for what's new. And to these the magazine articles on appliances, kitchen and laundry planning, educational television shows and various exhibitions open to the public, which are a big drawing card.

Consumer-education literature, movies, film strips and exhibits prepared by manufacturers

(Continued on page 212)

NOTHING LIKE THE SHETLAND LINE . . . ANYWHERE

- THE ONLY TWIN-BRUSH POLISHER FOR $39.95
- THE ONLY $49.95 TWIN BRUSH POLISHER WITH THE FAMOUS SHETLAND RUG CLEANER
- THE ONLY COMPLETE LINE OF EXCITING CONSUMER PRICES, WITH FULL DEALER PROFIT



SHETLAND DECORATOR-STYLED MODEL

Terrific customer magnet. Only twin-brush model anywhere near the price. Handsome, canary yellow, gleaming chrome. Scrubs, waxes, polishes linoleum, tile, wood — any type floor. Twin brushes give 12 inch polishing swath. No vibration. Perfectly balanced for easy — finger-tip control. With 2 scrubbing brushes, 2 polishing brushes, and 2 felt buffing pads. Powerful, air-cooled, universal 110 volt, AC-DC motor. Steel geared. No belts. Shetland-guaranteed for one full year.



SHETLAND PRICE-BARRIER BREAKER

For America's most sensational promotions. Combines handsome floor polisher-scrubber with Shetland's sensational, self-adjusting rug cleaner. Lets customers clean any type rug easily, quickly, with professional results. One round of average-home rug cleaning pays for complete unit. Twin-brush floor polisher waxes, polishes, scrubs linoleum, tile, wood, any type floor. Unit provides 2 scrubbing, 2 polishing brushes, 2 felt buffing pads and rug cleaning attachment, AC-DC motor. All guaranteed one year.

WITH RUG CLEANING ATTACHMENT



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Most beautiful model of all. Has eye appeal, sales appeal, work appeal, profit appeal. Perfect to trade up to. Comes with Shetland's exclusive, self-adjusting rug cleaner. Cleans any type rug easily, quickly, with professional results. Twin-brush floor-polisher, waxes, polishes, scrubs linoleum, tile, wood, any type floor. Unit provides 2 scrubbing, 2 polishing brushes, 2 lamb's wool buffers, 2 steel wool pads, Rug Cleaning Attachment and can of Electrowax, AC-DC motor. All guaranteed two years.

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You're really in the floor polisher business for big, fast profit when you take on Shetland — America's Only Complete Line. Not just one high-priced model. Shetland starts at $29.95, single brush, on up to $69.95, twin-brush with exclusive rug cleaning attachment. These great Shetland models get you every possible sale, with wonderful trade-up opportunity. Write for name of distributor or agent covering your territory. Do it NOW.

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NEW...LOW "bring-'em-in" PRICES

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BRAND NEW sales-producing PROMOTION

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FREEZERS GIVE YOU THESE SALES-CLINCHING FEATURES...

- Exclusive Fast-Freeze Fan freezes food up to twice as fast!
- Exclusive circulation of "zero-cold" air captures and guards peak flavor!
- Exclusive Super-Storage Door conveniently stores odd-shaped packages!
- Plus many more features that sell!



Model YV-15 Freezer holds 518 pounds of frozen food.



Model YH-16 Chest Freezer holds 560 pounds of frozen food.

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RCA WHIRLPOOL Home Appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

AFTER 50 YEARS:

The Biggest Changes Are Still Ahead

CONTINUED

there is no certainty that the ur[illegible] being shown today will go into production tomorrow—or in the foreseeable future.

Consider as a case in point the experimental programmed cooker which General Electric demonstrated to the press this spring. Such a cooker had been discussed by a number of designers at various times in the past. G-E has already carried its development work to the point where a working model is available for demonstration. But G-E makes no claim that this particular new appliance will be marketed soon—or that it will ever be marketed.

This cooker does, however, make an interesting point of departure for a discussion of tomorrow's products. For one thing, it indicates clearly that product design is an evolutionary process. What the engineers have done is to study a possible combination of three "quantities"; a familiar appliance (the freezer); a new appliance (the electronic oven); and a new application of a device heretofore used only industrially (a programming "brain" which insures that a complete meal would be available at a given time). Most of what is going on in the laboratory at the present time could be classified into one of these groupings. Products are being improved, new sources of energy are being investigated, and devices familiar to other fields are being converted to domestic use.

There are other reasons why this cooker is a good example of what's happening in product design. For one thing, it represents one answer to a rather controversial question: how automatic should the home of tomorrow be?

Among many experts there is a growing conviction that the orginal push-button dream of tomorrow may be too mechanical to satisfy the average woman. The programmed cooker which G-E demonstrated was explicity designed to utilize either commercially frozen dishes or foods prepared at an earlier, more convenient time by the housewife herself. The G-E designers obviously felt that women wanted the choice and were opposed to being completely dependent on commercially prepared meals.

Why should this be so? Because, say some experts, the kitchen is in effect the housewife's last "creative" domain. And while she will undoubtedly welcome any device which speeds the mechanical, drudging aspects of cooking, she may well resent a kitchen so automatic that her role as a homemaker is reduced to the impersonal one of pushing buttons. And some designers have gone this far. The wife, in their kitchens, can merely dial her dinner and even re-ordering of food used in the recipe would be handled automatically by machinery.

The programmed cooker is useful as a starting point, too, in that it represents to some degree another development which designers think may come to pass. That is the "explosion" of appliances as we know them today into smaller components which would be used at various points in the kitchen.

The freezer in the programmed cooker represents an example of refrigerated storage for a specific purpose being isolated from the refrigerator as such. It would be entirely possible for other refrigerated space to be similarly isolated and placed at various convenient locations in the kitchen. Similarly, cooking equipment may undergo a comparable metamorphosis.

Would such a development mean an increase in custom-made, built-in equipment? As has been pointed out earlier in this article, designers are aware of the inherent problems involved with built-ins. Manufacturers themselves are even more aware of the commercial problems involved with built-ins, modular units and combination appliances. Common recognition of these problems, however, does not produce any uniformity of opinion on the ultimate shape appliances may take.

One manufacturer, for example, feels that built-ins represent an "archaic approach" to the challenge posed by women who "after all only want their appliances to fit together better." His opinion is that the trend to built-ins will reverse itself. Nor does he see the all-in-one combination units as a solution. Possibly, he says, there may be a move toward development of work centers—possibly something like the programmed cooker—but this move will stop short of a completely packaged kitchen.

Yet a major competitor sees things differently. He feels the trend to built-ins will continue. Two other manufacturers expect that we will continue to have built-ins—but not as we know them today. Rather, some marriage of the free-standing and built-in will take place. Perhaps, suggests one manufacturer, the ultimate appliance can be sold as either a free-standing or built-in unit. Still another sees a growth of the "built-in look" in free-standing products.

Manufacturers—even some who have done considerable work along these lines—are having sober second thoughts about packaged appliances. For one thing, they are worried about handling obsolescence problems in a unit combining three or four products. One appliance may become outdated but the homeowner, they fear, would tend to retain the complete unit rather than replace it just to bring one of its components up to date. At the very least, if such modular units do eventually develop, one requisite in their design will have to be easy replacement of the component products which go to make it up.

Manufacturers also worry about how broad the market would be for such products. Two problems arise: the cost of the unit and the installation. Some appliance makers are skeptical as to how many people can afford to replace a whole group of appliances at one time. Another, discussing installation, says the "only real way to get them to modernize is to get them out of the house." He goes on to point out that this may become progressively easier to do if a trend to "trading up" housing develops. As a house is vacated by people moving on to another, the original can be modernized before it is resold.

At this point it may be useful to take a functional look at tomorrow's appliances, using functional descriptions rather than specific appliance names to describe what may happen.

COOKING: There appear to be two very good possibilities. One is a trend to "exploding" the functions of a range with the oven in one spot, surface cooking in another, warming facilities right at the table, etc. This trend may be encouraged by the continued development of new, automatic housewares which facilitate the "localizing" of specific cooking functions.

Perhaps countering any such trend is the second major development ahead for cooking—electronic surface cooking. Manufacturers agree that such a development must be considered inevitable in the light of advances made with electronic ovens. Such a device could mean infinitely faster, more automatic cooking.

(*Continued on page 159*)



"Technological changes in warehousing and transportation have combined with a number of other developments to make it imperative to relieve the distributor of all but his most important function—selling."

Take a Peek...



It's Dazzling...



Dormeyer Silver Star

All-Chrome DeLuxe Mixer

It mixes, it grinds, it slices, it shreds! Truly four distinct and different appliances in one—and offered at one unit price—no extra charge for individual units. Powerful electric grinder grinds meats, vegetables. Sandwich meats, cheeses, sliced readily and neatly with the Dormeyer slicer. Vegetables for salads; meat, fish or poultry for casserole dishes, shredded easily and quickly. Plus these famous Dormeyer extras — Magic-Mix Arm, detachable head for portable use, bowl-size indicator, automatic beater release, 10 full-powered speeds. An all-chrome mixer with two sparkling stainless steel mixing bowls—easy to keep clean. **Model 4400**

New Dormeyer Mix-Well

A lot of mixer for the money

Ten full-powered speeds, electric food grinder. Complete four-piece juicing attachment, two opal glass mixing bowls. You'll love the detachable, portable, mixing head, the automatic beater release that drops beaters out without messing fingers. Two nickel-chrome beaters, bowl-size indicator. **Model 5100**



Dormeyer's '58





Dormeyer Polisher-Scrubber

Takes the hard work out of housework!

Polishes and scrubs floors electrically! Now you can stand up to scrub, wax, and polish floors! The PS ends back-breaking dirty work – and is hundreds of times more efficient. Big double brushes move at 660 rpm – a child can guide the PS with one hand. You get the Dormeyer PS—plus two scrubbing brushes, two polishing brushes, and two felt buffing pads – all at one unit price. The PS is ideal for homes, small offices, beauty shops, stores, etc. **Model 11**

New Dormeyer *Fri-Wa*

featuring the Dorma-

Amazing new Dorma-Stat Control plugs int you choose the temperature you want and r on the Dorma-Stat. Then – when the cookin is unplugged—the whole unit can be immers Beautiful, gleaming forged aluminum. Hands minum. The new Fri-Way is an appliance yo

DORMEY

the Spectacular '58



New Dormeyer Princess

. . . chrome mixer for kitchen beauty

Grinds as well as mixes—to perfection! The beautiful new Dormeyer Princess, with an all-new, all-chrome mixing head—so smart and modern on your kitchen counter, so easy to keep clean. You get an electric food grinder, a mixer, complete juicing attachments—plus another big feature—the mixer head is detachable and portable for use anywhere in the kitchen. There are ten full-powered speeds, too—for the right speed for any mixing job. Automatic beater release, two opal glass mixing bowls.
Model 5700

Dormeyer Portable Mixers with 9 full speeds!

The only portable mixers made with nine full-powered speeds—do every job a big mixer does and give you the advantage of portability, too. Dormeys are lightweight, easy to use—easy to store—only eight inches long! Extra large beaters won't slow down in even the heaviest batters. Dormeys are available in Chrome—and in four other kitchen-matched colors: Turquoise, White, Pink and Yellow.
Model 9500 series.



DORMEYER *line*





Dormeyer Golden Goddess Toaster

Beautiful 24-carat gold plate gives an appearance of richness and luxury to this fine Dormeyer Toaster. Actually thinks for itself. Unique mechanism takes the temperature and judges the moisture content of bread—then adjusts to deliver the kind of toast selected, light, dark, or golden brown. Extra wide wells for warming or toasting rusks, English muffins, waffles, etc. Hinged crumb tray for easy cleaning. Heat-resistant plastic handles and feet.
Model 6306

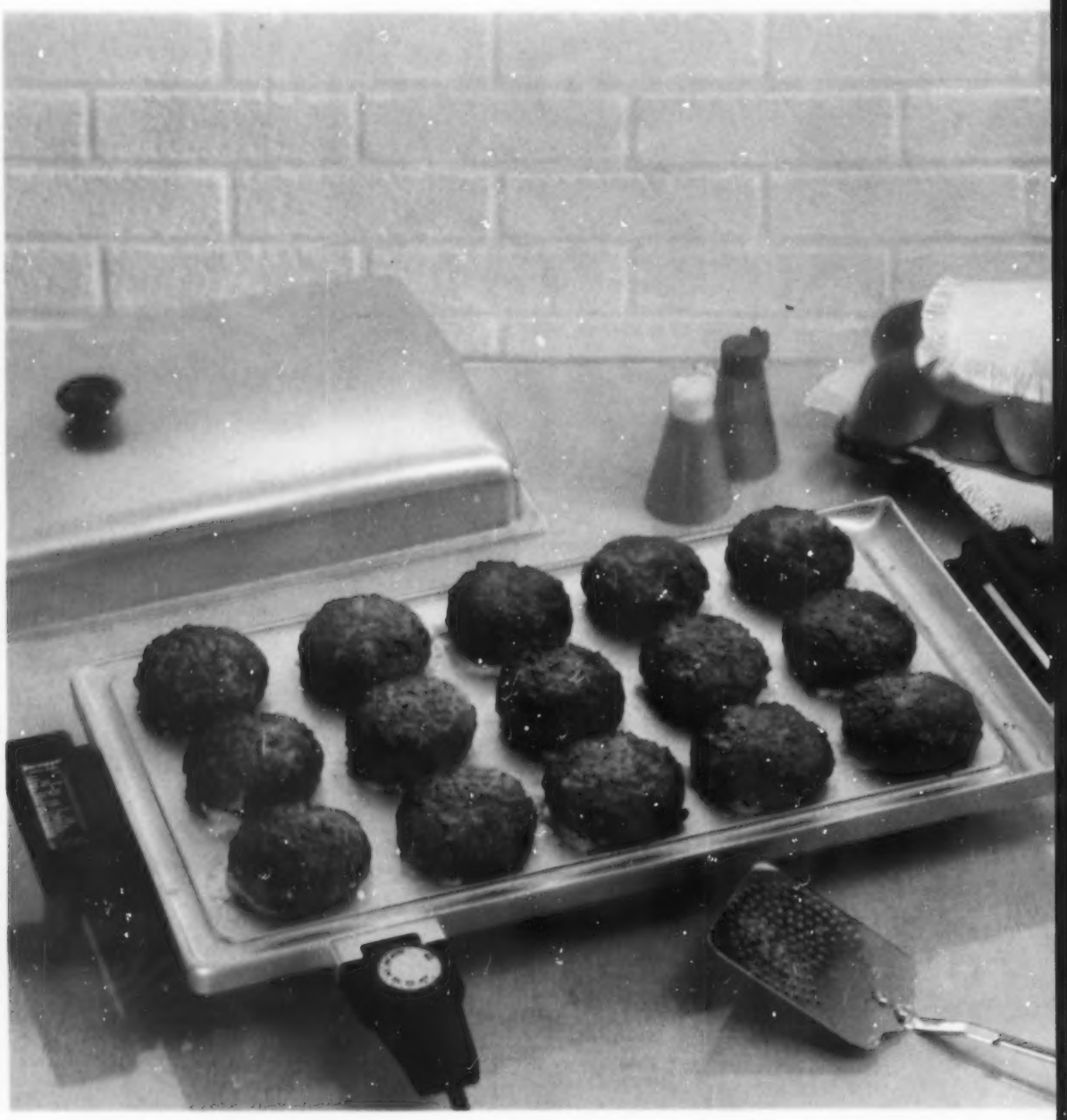
Dormeyer Golden Goddess Coffee-Maker

A companion piece to the Golden Goddess Toaster. Sweeping, modern design, with base and trim of rich 24-carat gold. Perfect Perk Selector delivers three kinds of coffee—mild, medium or strong. Stainless steel—the finest metal available for making good coffee. Warm and Brew Selector keeps coffee hot, or re-heats cold coffee without re-brewing. Special "jewel" signal light flashes on to tell you when coffee is ready. **Model 22**



Newcomers!





...y Electric Skillet

...Stat Control

...o socket in the Fri-Way Skillet—...egulate it from the control knob ...g job is done and the Dorma-Stat ...d in dishwater for easy cleaning. ...me matching cover of polished alu...u'll be proud to own. **Model 20**

Dormeyer Grill-Well (family-sized electric griddle)

. . . and it's immersible, too!

If you have a large family—or if you do a lot of entertaining—this new Dormeyer Grill-Well is just the ticket. It's big enough to hold 15 good-sized hamburgers—over 215 square inches of cooking space. Made of bright-finished, cast aluminum. Sparkling aluminum cover with easy-to-adjust steam vent—optional. Heating unit is sealed in. Dorma-Stat Control governs temperature—and when removed, whole unit can be immersed in sink or dishpan for quick cleaning. Drainage channels, with reservoir to trap basting liquid. Just the thing for party fun or patio picnics. **Model 9900**

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Chicago 10, Illinois

Makers of: Electric Mixers, Electric Skillets, Coffee-Makers, Hurri-Hot Electric-Cups, Deep Fryers, Toasters, Broilers, Irons, Electric Floor Polishers.

AFTER 50 YEARS:

The Biggest Changes Are Still Ahead

CONTINUED

Another possibility is the use of induction heating for surface cooking. In Frigidaire's Kitchen of Tomorrow the range was actually a smooth marble slab. A pan of water placed on this boiled quickly but the surface itself remained cool to the touch.

Combining the electronic oven with a small freezer and a control mechanism would produce a programmed cooker which would make push-button cooking a reality.

Such control mechanisms may also be used in other phases of food preparation. Frigidaire has shown a kitchen in which dialing a specific recipe results in the ingredients being automatically measured and assembled and the recipe itself projected on a TV screen.

REFRIGERATION: "Exploding" a refrigerator into self-contained integral parts (a salad box, a meat-keeper elsewhere, a frozen food compartment near the range, etc.,) is the most obvious of the several possibilities ahead in refrigeration design. And perhaps the best publicized possibility in this field is the increased use of irradiated foods.

But there are still other possibilities. One is the electronic refrigerator, long talked about by some and now conceded to be a possibility by other researchers at work on the problem. There are obstacles, among them cost and the necessity of developing new materials.

Still another possibility is development of a third basic type of food storage appliance. Such a basically different refrigerator might provide a temperature intermediate between the fresh food section of a refrigerator and that in a freezer.

As far as irradiated foods are concerned, appliance manufacturers see little to worry about. One firm which has been doing considerable research on the subject has concluded that "irradiation will affect what the refrigerator does and what it contains but it in no sense obsoletes it". Left-overs will need refrigeration and even irradiated foods require refrigeration—the radiation merely lengthening the time the food can be kept insofar as taste and appearance are concerned. Foods irradiated enough to eliminate the need for refrigeration have, in many cases, developed undesirable changes in taste, odor and appearance. Finally, there are many foods for which refrigeration is desired from a standpoint of taste (rather than sanitation). An obvious example is soft drinks. In any case, although significant and widespread developments can be expected in radiation of food, the long-term future of the refrigerator industry seems to be in no way threatened.

Actually, radiation is only one advanced technique of food preservation now under study. Another is the electronic dehydration of food while it is held under vacuum at below zero temperatures. Once dehydrated the food needs no further freezing or refrigeration. The housewife immerses the dehydrated food in water to restore it to its original condition.

LAUNDRY EQUIPMENT: The ultrasonic washer has bounced back into industry speculation and, if developed commercially, would be the most spectacular new product in the industry's future.

(Perhaps this needs qualification. At the spring meeting of the American Home Laundry Mfrs. Assn. a brain-storming session on products of the future came back often to the "super-dream" appliance in which the housewife drops in dirty clothes and takes out clean, dry, ironed and folded laundry. Despite the interest shown in such a product, however, the group generally agreed that any such development was well beyond its target date of 1965.)

Other innovations suggested at the AHLMA meeting consisted primarily of perfecting devices already on the market. They included suggestions for improving soaps and bleaches and for better means of using these products in the washer.

The development of new fabrics, however, may utimately require new appliances. Westinghouse's Will Kline has described a "laundro-closet" in which a dirty suit could be hung. It would then move on a track through washing and drying compartments, ending up in a conventional clothes closet.

KITCHEN UTILITIES: The industry is intrigued with the idea of not only improving the dishwasher as we know it today but adding facilities which make it much more than the word "dishwasher" implies. Thus, in dream kitchens, the dishwater is a motorized cart which delivers a setting of dishes to the table, picks them up after a meal, washes them and stores them. In RCA Whirlpool's Miracle Kitchen a press of a button even changes the type of dishes stored in such a dishwasher so that the housewife can choose good china or everyday dinnerware.

Perhaps the most basic change contemplated in the dishwasher is, as is the case with laundry equipment, a switch to ultrasonic washing. Such equipment would wash, dry and sterilize the dishes in minutes.

New methods of food waste disposal are also being studied. The most radical suggestion is a variation of a septic tank in which *all* household waste is treated. The only discharge from such a system would be clean, re-usable water. Incineration may also provide a solution to waste disposal and even now disposers are being incorporated in dishwashers.

Considerable work is being done on redesigning even such a prosaic item as the kitchen sink. Taps which dispense hot water or a variety of hot or cold drinks are envisioned by some designers. If some sort of refrigeration could be engineered into the sink, ice water or a constant supply of ice cubes could be supplied.

Improved storage is also occupying designers. Among the basic approaches are motorizing inaccessible parts of cabinets and conveyorizing sections of the kitchen. An electric cabinet would make it possible to utilize almost every available inch of storage, including so-called dead storage areas in conventional cabinets.

AIR CONDITIONING: The possibilities inherent with heat pumps have been well publicized for some time. So too have been the rosy prospects ahead for central air conditioning. Perhaps the most significant recent development is a renewed confidence on the part of many manufacturers in the long term future for room air conditioners.

There are two trends already apparent in unit design which, if they materialize, could justify such confidence. One is the continuing trend to reducing the size of the unit (facilitating installation); the second is provision for heating as well as cooling with the units. Enough progress has been made in room air conditioner development that one of the biggest manufacturers in the industry predicts flatly that "the room unit is going to beat out the central unit". He bases this on the expectation that the smaller, more versatile room units now being developed will allow room control of heating as well as cooling.

HOUSEWARES: There will be changes in function as well as in application. The mixer, for example, illustrates a change in application. The appliance may perform much like the mixer we know today but there may be several of them in a single kitchen, built into various food preparation centers.

For an idea of a functional change in product consider the predictions made about the electric blanket. Some designers favor retaining the blanket concept but adding a cooling function to its present warming abilities. Others would replace the blanket as such with some type of canopy over the bed as a means of providing either heat or cold.

Floor machines may change drastically. Some designers see a remote-controlled floor cleaning unit which washes, drys and polishes the floor at the same time. A transistorized version of this appliance could be preset so that all the cleaning would be done at night after the family has retired

RADIO AND TV: In the case of appliances the emphasis is, as we have seen, not only on what's new in a technical sense but even more on what's new in the way of better utilization of these products. Thus, our study of tomorrow's appliances has necessarily dwelt at length on changing concepts of the kitchen and the work performed in the kitchen. In this connection the re-grouping of appliances we already know is virtually as important as the development of radically new merchandise.

In the radio and TV field, on the other hand, the emphasis must be on the technical side of things. It's true that styling changes in TV, for example, may affect the placement of the instrument within the home but in the field of entertainment electronics" the primary attention must be accorded to technical innovation.

The phrase "entertainment electronics" is hardly a familiar one but, more and more, something like it is going to become a necessity in the industry. For a long time the business could be called simply "radio". After the advent of TV it became necessary to identify it as "radio-TV". Today, even this is inadequate. High-fidelity, tape recorders and phonagraphs are already playing a significant role in the industry. Continuing development and acceptance of these products makes it obvious that there

(*Continued on page* 162)

S-T-R-E-T-

- New *compact* design . . . it's not just "thin."
- Adjustable 360° air direction control.
- Air flow control with 2-position fan switch.
- A complete line . . . with a model for every need.



Imperial model . . . 1 and 1½ hp.

℞

protects your profits . . . guards against inventory risk . . . lets you stock up and sell strong all season long!

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

C-H



...your air conditioning selling season... and make more money from now through first frost with

RCA Whirlpool

AIR CONDITIONERS

amazing new electronic filter



- Helps hay fever sufferers more than an ordinary filter!
- Stops pollen, dirt, and dust particles as small as 1/25,000 of an inch in diameter!
- Holds air-borne particles in an electronic "grip."

RCA WHIRLPOOL Home Appliances

Products of
WHIRLPOOL CORPORATION
St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

AFTER 50 YEARS:

The Biggest Changes Are Still Ahead

CONTINUED

must soon be widespread acceptance of some such generic name as consumer electronics.

Even this may be unsatisfactory if the application of electronics to appliances develops as rapidly as some think it may. If this happened, refrigerators and cooking equipment could reasonably be called consumer electronics. Perhaps the best name for what was once simply the "radio" industry would be "entertainment electronics."

Despite this broadening out of the industry's products, however, interest still centers on the television set itself. And here it is easy to talk about the problems posed by new products since the industry is currently suffering the birth pains of just such a product —color TV.

It's early to say that the experience with color has established a pattern for product innovation in TV but this inference is at least an extremely good possibility. The basic lesson here seems to be simply this: no matter how revolutionary the new product may be, it still provides the same basic service provided by the original.

What does this mean? It probably indicates that, unless a new TV set can be marketed at substantially the same price as the old, commercial acceptance of such a new product will develop at a much more leisurely pace than did introduction of monochrome television.

Color television has accentuated several other "facts of life" insofar as product innovation is concerned. One is the tremendous scope of work which must be done to make such an innovation possible. Most persons are prone to think of color in terms of the color tube, a view which overlooks the sizable development work which must be done simultaneously in other components to make the tube practical.

The showing late this spring of a transparent cathode ray tube illustrates these considerations. Although such a tube might hold considerable promise for incorporation in color sets, designers were struck immediately by two problems: whether such a tube can be produced economically in commercial quantities and what components would have to be developed before such a tube could be utilized.

There is a more immediate possible application of this new transparent tube (assuming it can be produced in commercial quantities and prices). It would offer considerable advantages for use in a transistorized, battery-operated set since less current would be needed than with the picture tube as we know it today.

This tendency to a true portable set and the advent of color rank as the two outstanding developments immediately ahead in television.

Another possibility is the so-called "wall set" or picture frame-TV which would utilize a virtually flat picture tube. Here again military and government scientists are doing considerable work but the difficulty of applying their results to commercial production remains to be measured.

Probably still further in the future is some sort of three-dimensional television.

All of those are basic changes. But the receiver even as we know it today may continue to undergo transformation. There are possibilities in new styling with the advent of more compact picture tubes and the possible application of transistors. Certainly it should be possible to combine closed circuit monitoring facilities in a TV set so that the housewife can keep here eye on the children or on the yard.

Innovation rather than basic change is likely to mark developments in radio, too. Certainly the most obvious change in recent years has been a trend toward miniaturization; this will continue. Communication facilities can also be combined wth the ordinary broadcast receiver. And radio men say it is possible to engineer a set which will respond to a signal from the radio station and thus turn itself on when an important news item is tc be aired.

While the smaller, more compact set has been gaining favor, there has been a simultaneous increase in interest in really good reproduction of music. This has led to a boom of sorts in hi-fi. For radio manufacturers this could mean a revival of bigger sets (probably in the form of radio-phono combinations) and a renewed interest in FM-radio. Already some European FM-auto radios are being sold in this country and Motorola's Robert Galvin foresees domestic production of such sets in a few years.

This interest in high-fidelity is having a marked effect on phonographs and tape recorders. Perhaps the most spectacular opportunities ahead are to be found in the latter field. Here there are two rather radical possibilities which could dramatically enlarge the market:

(1) Increased development of stereophonic reproduction of taped music.

(2) Development of video recording for home use.

The latter means that in the future a TV set (or the home's "electronic entertainment center") might incorporate a tape recorder which could be set to record a specific television program. The family could then enjoy the show at its convenience and could, if desired, keep the taped recording of the show for future use.

That's in the future. But stereophonic recording is already a commercial reality. There are still problems, some technical and some commercial. Among the latter are the high cost and rather limited catalogue of stereo tapes. There is no reason, however, to believe that these problems—along with certain technical production problems—should not be solved in the near future.

The strength of the high fidelity movement so far this year indicates that from a commercial point of view the industry's next big boom is already on. It may not match the TV boom of the early 50's but high fidelity is already producing healthy (and vitally needed) business for the consumer electronics industry.

At the moment the biggest single result of a hi-fi boom seems to be a return to the almost-forgotten radio-phono combination. But it is logical to assume that complete "entertainment centers" will be developed which will incorporate recording devices, stereophonic sound, good reproduction facilities and—ultimately—video recording.

Tomorrow's Marketing

If there is one aspect of the industry which contains explosive possibilities it is the distributing end of the business.

As production has been stepped up and as manufacturing costs have been pared downward the pressure on distribution to keep pace has increased. Today the distributive trades face insistent demands to perform more efficiently and more economically.

Yet despite this pressure, the changes taking place in distribution are not yet revolutionary in nature. The seeds from which each change materializes are already apparent and it is much more accurate to talk of distribution in terms of evolution rather than revolution.

This does not mean that the changes are going to be necessarily gradual or that they are going to please everyone in the industry.

In broad terms, distribution in 1976 will still flow from manufacturer through distributor to retailer. But the functions of each may well be drastically different than they are in today's economy. That's because there will almost inevitably be a shuffling of roles as distribution is streamlined.

No single level of the industry will escape in this process. It is already clear that there has been a fairly drastic "shaking out" of manufacturers, distributors and dealers. There will be even more.

At the manufacturing level there seems to be general agreement that a relatively small number of full line firms stand the best chance of surviving but that there is every reason to expect that a limited number of independent single-line firms will also survive. There is some skepticism over the future of the private brand since lowered costs on branded merchandise have made it increasingly difficult for private label merchandise to be offered at a price saving. There is general agreement, however, that competition from Sears, Roebuck & Co., will continue at its present level and may even become more severe.

Many of the proposed changes seem to center at the wholesale level. Technological changes in transportation and warehousing have combined with a number of other factors to make it imperative, as one manufacturer said recently, "to relieve the distributor of all but his most important function—selling."

It might be wise, therefore, to examine first the technical innovations which may eliminate many of the distributor's conventional roles.

Transportation. Some of the most revolutionary changes in transportation are taking place in the air and on the "sea"—or more properly in water transportation of any kind.

Well-located factories, for example, make it possible to ship to at least two-thirds of domestic markets by water. Such shipments do take longer to make but by careful scheduling the water transport can also serve as warehouse space. Thus, ideally, a manufacturer could produce room air conditioners on a year-round basis by combining transportation with storage. Early

(Continued on page 164)



Major as well as traffic appliances from Graybar are displayed, demonstrated and sold in excellent volume by The Southwestern Electrical Company of Wichita. Shown above are Tom McBride, Graybar salesman and L. E. Walter, Sales Manager of Southwestern, checking over major appliances. Electric clocks, in a wide variety, are displayed on the shelves along the wall.



Reminder displays in attractive variety, says L. E. Walter, Sales Manager of Southwestern Electrical, help to keep small as well as major appliances moving in good volume. Shown here are some of the fast selling electric blenders, coffee makers and egg cookers featured by Southwestern.



Here are Tom McBride, Graybar salesman and L. E. Walter, Sales Manager of Southwestern, planning a promotion on the latest equipment in electric cookery.



L. E. Walter, Sales Manager of Southwestern Electrical Company, Wichita, Kansas, believes that two major objectives of any successful sales operation in the field of electrical merchandise are balanced stocks and good healthy turnover. He likes buying via Graybar and working with Tom McBride, his Graybar salesman. Tom is always ready to help with advertising layout, display arrangement and special promotions like Saturday factory demonstrations.

KEYS TO OUR BUSINESS HEALTH ARE speedy turnover and balanced stocks ...via Graybar

SAYS: **L. E. WALTER, Sales Manager**
Southwestern Electrical Company,
Wichita, Kansas

"These problems of merchandise stock and the speed of our turnover are closely linked with the health of our business. Right after World War II everything was in short supply. We had a real problem in getting enough merchandise to keep us going. Graybar gave us fine support at that time.

"Today Graybar is our chief source of supply on all our electrical lines. That applies to traffic appliances as well as major units. If Graybar distributes it, Southwestern sells it.

"Southwestern has been in business in Wichita for 48 years and we feel that the friendly cooperation we enjoy from Graybar proves the value of one of our basic convictions: it pays to pick out a source of supply with which you can work closely and harmoniously, year in and year out."

656-67

Your Customers **WANT** *the popular appliances...*

recommended by GraybaR

IN OVER 130 PRINCIPAL CITIES

GRAYBAR ELECTRIC CO., INC.
Executive Offices:
Graybar Building, 420 Lexington, Ave., New York 17, N. Y.

AFTER 50 YEARS:

The Biggest Changes Are Still Ahead

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in the off-season period water shipments would be begun to those points most remote by water. As the season neared more intermediate points would be supplied.

One other factor making water transportation more feasible is the accompanying growth of air transportation. Thus, basic stocks could be accumulated by water and fill-in or badly-needed emergency shipments could be made by air.

Aerial transportation may be made even more attractive by new packaging concepts which could ultimately eliminate the need for crating shipments. General Electric, for example, has already made commercial shipments in its "Bikini-pack", in which appliances, protected by plastic bags, are shipped with only a metal frame around them. Some manufacturers are already supplying the South American market by air and find it cheaper than water transportation because the need for extensive crating has been eliminated.

Warehousing. Properly scheduled, the use of water transportation could eliminate many warehousing functions. There is, in addition, one other development which will hasten the decline of local-level warehousing.

What will happen to warehousing is that regional warehouses, probably maintained by the manufacturers but possibly set up by a group of distributors, will take over the job performed for so long by the individual distributor.

Behind all this is the growing awareness that we handle merchandise too much. One manufacturer contends we add one percentage point to distribution costs every time a product is handled. That's why direct shipment to dealers (either to a single dealer or to several ordering a car together) may become a necessity.

The whole concept of regional warehousing is still in the embryo stage. That's why there are several shapes it can take.

Warehouses serving fairly small areas with well-developed highway networks, for instance, could serve individual dealers in quantities from one piece to a truckload or carload. In other areas a warehouse serving a broad geographic region (the West Coast is a good example) might limit shipments to carloads or fractional carloads. In the case of the latter, several dealer orders would be combined to produce a complete carload. In some areas, as is the case even now in certain metropolitan areas, the distributor may continue to warehouse and deliver merchandise for dealers as needed. In any case the ultimate aim is simple; to reduce the handling involved in distributing appliances and, as a result, to get distributors and dealers back into selling rather than warehousing operations.

All this may conceivably be carried one step further and merchandise shipped from the factory (or regional warehouse) direct to the consumer. Sears has done just this for years with its mail order operations. A number of things have prevented its broad extension to the appliance business. One big reason has been the need for special wiring and installation. But as household facilities are improved and as design is advanced to produce appliances which truly "fit" into the kitchen, direct shipment to consumers may become much more practical.

The Distributor's Role. Such development in transportation and warehousing may spell the end of the distributor's biggest traditional role—carrying an adequate inventory for the dealers in his area.

That's why so many manufacturers hedge their answers of whether the distributor will survive. Their basic reply is that the distributor's "function" as an area sales manager will survive but that it is not necessarily true that distributors as we know them today will.

If manufacturers then think of the distributor as an area sales manager one must face the question of whether existing field sales forces employed by these manufacturers could not be altered to include this function. No one knows the answer to that question. There is agreement only that there is a role for a "middleman" to "sales manager" a factory's sales, to administer advertising budgets, to keep an eye out on credit and so forth.

As a matter of fact, these particular "merchandising" roles could conceivably be the only jobs left for the distributor if certain trends already at work continue. We have already seen how the traditional warehousing function may be handled in the future. The growth of manufacturer-owned sales finance companies could conceivably do away with a second of the distirbutor's traditional jobs—handling of accounts receivables.

It should, however, be pointed out here that everyone acknowledges that all these functions—the financial and warehousing as well as the merchandising—must be performed by someone at the distribution level. And there are still those who believe that the distributor will continue to handle these roles. If anything, however, the balance of opinion seems to indicate that the factory will take over more and more of these functions.

And the Dealer? Perhaps the principal obstacle to this happening is that in the future there may be more and more for the "middleman" to do. Manufacturers seem convinced that today too much is expected of the retailer. He is expected, first of all, to be a good enough merchandiser to compete with not only others of his size but with national chains, foremost among them Sears, Roebuck & Co. The individual dealer is expected also to be a creative advertising and promotion man, to be a financial expert on matters of credit, to be a talented and efficient service manager, and so on. Manufacturers are becoming convinced that many of these extra functions must be stripped away and the dealer left free to concentrate on selling.

If such thinking is correct it could have important implications on the shape of merchandising in tomorrow's market.

Consider the number of brands carried, for example. Although there is little expectation that most dealers will handle one line exclusively, a continuation of the trend to fewer lines is expected by almost everyone. There are a number of arguments to support such a movement but the one principally advanced by manufacturers is that the individual dealer can be a better salesman on one line than on a dozen. "Some of the lousy salesmen in dealer's stores today could be top salesmen for Sears in the same town," one manufacturer pointed out recently. "And that's because they would be able to concentrate on the features of a single line, to recommend that line with confidence, and to sell against every other line."

This tendency to concentrate on selling at the retail level is apparent, too, in the feeling of manufacturers that retail advertising as we know it today must be radically altered. The most radical complaints are against co-op advertising and the abuses which have sprung up in this field. Many appliance manufacturers think that the automotive industry may be setting a pattern; accruals would be made against purchases for local advertising but such advertising would be administered by the manufacturer (or distributor) in each area. Manufacturers are sure such advertising would be more efficient and productive (if for no other reason than that expensive policing costs could be eliminated).

If such changes do take place what then, will be the nature of the retailer in tomorrow's market?

There is general agreement that the retailer will survive, that he will survive as an independent rather than as a manufacturer's sales agency, and that the independent retailer of what might be called medium size stands a good chance of improving his stature in the next few years.

The question of how independent the retailer will be may possibly involve a question of semantics. Certainly he can expect considerable in the way of financial help from his supplier. He will be advised on ordering, and warehousing will be done for him. Probably his advertising will be controlled by someone outside of the dealer's business. Does this leave an independent much independence?

The answer is basically in the affirmative. Even within the framework described above the individual dealer would pretty well determine his own importance. Certainly well thought out merchandising innovations, for instance, would be worked out by individuals. And it is by no means certain that all these services would be supplied every dealer. A successful dealer who felt he wanted to retain his servicing operation might, very possibly, be allowed to do so. Manufacturers hasten to point out that they contemplate offering only services "which the dealer wants us to provide and which will mean a saving in the cost of distribution."

Perhaps the best answer to the question of the dealer's independence is simply that no manufacturer gives any credence to the thought of factory-owned dealerships. There have been persistent rumors that individual factories have blueprints for such operations in preparation but the trend seems to be to independent (although perhaps more tightly-controlled) retailers.

Which dealers stand the best chance of prospering in tomorrow's market? Here again the answer seems to depend on the individual

(Continued on page 166)

Nationwide survey of women reveals:

Maytag automatics first choice!



One of America's oldest and best known research organizations* asked this question: *"If you were buying an automatic washing machine today, what brand would you consider first?"...*

More women said MAYTAG than any other brand, as shown by the chart. Proving again that in automatic washers as well as conventional washers, Maytag is the one women want. Naturally, that makes your selling job simpler. If you're not a Maytag dealer, why not send the coupon for the full profitable story?

*Name on request

Save Time...Save Sales...with the automatic women want:

MAYTAG

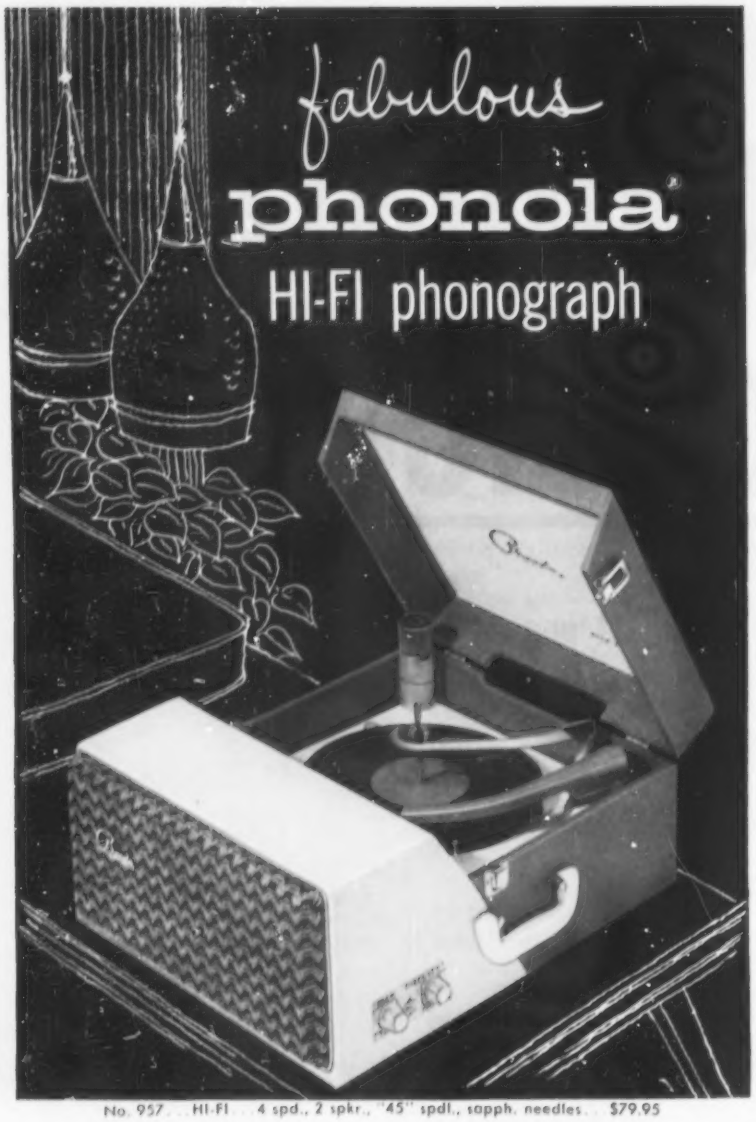
Sales Department, The Maytag Co., Newton, Iowa
I am interested in the possibility of a Maytag franchise in my city.

Signature _____

Store Name _____

Street Address _____

City _____ State _____



No. 957 . . . HI-FI . . . 4 spd., 2 spkr., "45" spdl., sapph. needles . . . $79.95

Phonola means business this year*



No. 557
4 spd.,
2 spkr. . .
$29.95

***10 HOT MODELS**

New models — new colors — new low prices. More features — more turnover — more profits.



***NATIONAL ADS**

IN ALL THE BIG-NAME MAGAZINES

. . . tell over 100 MILLION readers that Phonola is the HOT BRAND. Hundreds of sales laid in your lap.



No. 1157
HI-FI,
wood . . .
$99.95

***DEALER HELPS**

window streamers • catalogs • counter displays • mat ads • promotional ideas

SEE US AT THE MUSIC SHOW — Room 905W

Get your share of Phonola's record-smashing sales — write for distributor name and colorful catalog to:

phonola PHONOGRAPHS

WATERS CONLEY CO., INC.
national sales office
17 E. Chestnut St. • Chicago 11, Ill.
factory: Rochester, Minnesota

THE BIGGEST CHANGES — STILL AHEAD

CONTINUED

retailer. Most manufacturers think there is a limit as to how big the "big operators" can grow and most seem to think that growth possibilities are best among dealers of what today might be called "medium" size.

There is some thought that an ideal dealer structure would contain a "balance" of several types of operators including the so-called mass-marketer, the specialty dealer, the credit house and the automotive chain.

How will retailing practices tomorrow compare with those of today?

The first big difference has already been outlined—dealers will concentrate much more closely on selling. One marketing expert goes so far as to predict that "the dealer of tomorrow will have a display and will sell goods—period." Many so-called "housekeeping" functions will be administered for him by the distributor or factory.

The hours of work in the retailing trades will probably continue to evolve in favor of night openings. There is one social factor which might, however, arrest this trend. If the community in general goes to a shorter work week wage-earners will have more free daytime hours for shopping, thus easing the pressure for night openings. One manufacturer, however, predicts that social patterns will set store hours, pointing out that it's impossible to tell now whether the average customer will want to devote more of his increased daytime freedom to shopping.

It's difficult to predict whether there will be significantly fewer dealers. Already, attrition has set in among dealers but in a relatively long range forecast one must remember that the economy is growing at a rapid pace. Thus, numerically speaking, there may be just as many retailers in the future as there are today but each will be serving a larger market.

There is some speculation that a new type of "home improvement" dealer may evolve. He would be able to handle remodeling of almost any type and would be able to merchandise and install the variety of more complex, automatic products which seem to be ahead.

The expanded role of consumer credit has already been touched upon. Manufacturers feel that there will be a continuing trend to non-recourse paper. There is some difference of opinion as to whether manufacturer-owned finance companies will supplant bank financing to any substantial degree although the role of the former operations is considered vital. There is a possibility of longer-term credit, something which might become necessary as big-multi-purpose appliances are developed and as installation becomes a problem.

If all these developments materialize and if the dealer becomes almost exclusively a sales agent, what sort of compensation can he expect? Inevitably margins would be reduced to pay other media for performing the service no longer required of the retailer. Every manufacturer agrees that the ultimate level of margins is impossible to predict since no one knows yet just how many functions will be shifted from dealer to distributor or from distributor to manufacturer. But one expert who is convinced that the shifts will be extreme thinks dealer margins may fall as low as 16 percent and probably not go much above 20 to 22 percent. The same man feels that distributor margins may fall as low as eight percent.

On this point of uncertainty it is perhaps well to emphasize again that the exact shape of the future is far from certain. There are still manufacturers of substantial size who feel they will be depending on independent distributors 15 years hence for many of the functions now performed by distributors. They may be right. But no one can ignore the pressures at work on distribution and it is this pressure for less expensive, more efficient distribution which may ultimately force even these "conservatives" to change their minds.

Unfortunately, the dealer is master of his fate only up to a certain point. Some of the changes ahead may be unavoidable. It is up to the individual retailer to not only make the best of them but to capitalize on them. That's why the future of the appliance business cannot remain the exclusive concern of the manufacturer. The dealer's future is closely tied up with the development of the industry as a whole and while the future is, as pointed out in this article, a promising one, it remains for every retailer within the industry to find his place in it. *End*

SEE why the country's sold on Regina at the

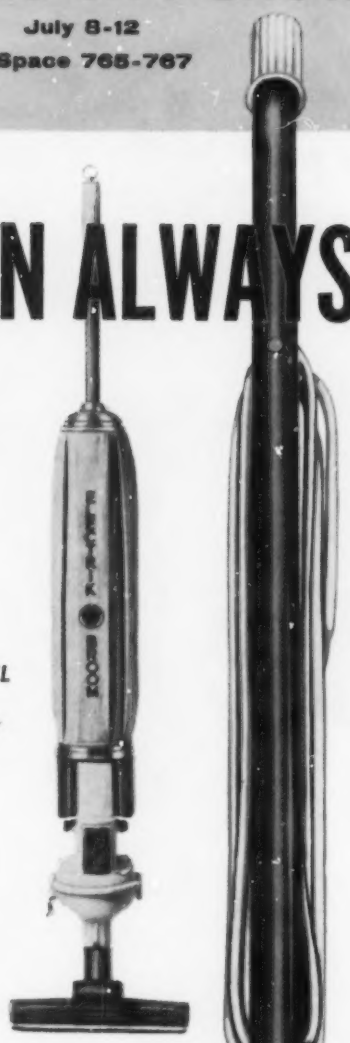
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For fast sales!
Quick turnover!
Big volume!

YOU CAN ALWAYS COUNT ON REGINA



REGINA *Model TL*

Electrikbroom

World's most unique vacuum cleaner—used in thousands of homes, hotels and motels! Even sells to those who own another vacuum!

REGINA *Model TS*

TWIN-BRUSH

POLISHER and SCRUBBER

Throughout the years, America's first, best, most widely used polisher! The most powerful selling story in polishers today!

REGINA *Model 66*

SUPER DELUXE VACUUM

On Wheels!

Top sales-making feature—largest number of attachments that do everything from cleaning of blinds to painting!



REGINA *Model A*

TWIN-BRUSH *16-Inch*

FLOOR MACHINE

Every year, used in more and more larger homes, institutions, stores, etc.



REGINA *Model E* TWIN-BRUSH

HEAVY-DUTY FLOOR MACHINE

Designated for America's leading large floor maintenance jobs. Gigantic 21-inch spread.



USE THIS COUPON IF YOU CAN'T GET TO ATLANTIC CITY

THE REGINA CORP., Rahway 11, New Jersey

I am interested in:

_____ Model TS Polisher and Scrubber
_____ Model TS in luxury chrome finish
_____ Rug cleaning attachment for Model TS
_____ Reconditioning equipment for Model TS
_____ Electrikbroom—Model TL
_____ Model A Twin-Brush Floor Machine
_____ Reconditioning equipment for Model A
_____ Model E Heavy-Duty Floor Machine
_____ Model 66 Super DeLuxe Vacuum

Please send:

_____ Name and address of distributor for my territory
_____ Regina Dealer helps

STORE NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

SIGNED _____

In Canada, Switson Industries, Ltd., Welland, Ontario.



Meet the world's greatest sales force!

The POST INFLUENTIAL

A dynamic, decisive, extra sales power that should be working for you

Surprise! Good news! The Post Influential is more than one man... one woman. There are millions of Post-Influentials. People of any age and every income bracket. But here's what makes them such special customers as well as a special sales force for you. They're people who are so influenced by ideas they find in The Saturday Evening Post that they enthusiastically pass them along to others.

So by example they start acceptance trends for ideas. And by word of mouth they set success patterns for products. There are millions of these Post-Influentials...8 out of 10 of all the readers of the Post. This is the decisive extra sales force working for products advertised in the Post.

New Politz study found them... and proved them!

A leading research organization, Alfred Politz Media Studies, proved the Influential's existence in a new study on The Saturday Evening Post. Among other things, this study shows that 8 out of 10 Post readers recommend or talk about things they've seen on its pages. That means 1 out of every 9 people in the United States ten years and older is a Post-Influential.

Think what this means to you! A vast mass of Post-Influentials live right in your sales area—buying the products, starting the trends and passing the word for anything you sell that's advertised in the pages of The Saturday Evening Post.

The Saturday Evening POST
A CURTIS MAGAZINE

Sells the POST INFLUENTIAL
-the mass market of active influence

OUR CHANGING ECONOMY

CONTINUED

trial nation, but it is no longer predominantly a manufacturing nation. Only about one in four workers work in factories. Half of the American work force now provide services, distribute goods and transport goods from place to place throughout the nation.

Service industry employment has grown rapidly in the last 5 decades. Advances in technology have enabled us to produce more goods for a growing population without requiring a proportional increase in labor. This trend has had the effect of releasing labor for the service industries.

Technology itself created the need for additional services. Radio, television, and electric appliances are outstanding examples of products that have spawned large service industries in the form of sales and repair establishments.

A shorter work-week—historically it has been dropping an average of about 3½ hours per decade—has given the worker more leisure time to enjoy certain services. Employment opportunities associated with travel and recreation, for example, have benefited from the trend to shorter working hours. In fact, travel has become one of the nation's leading industries.

Rising personal incomes have enabled consumers to buy more services each year. Only about two-thirds of the average consumer's income must now be devoted to necessities. The remaining third goes to what is called "optional spending," of which luxury services are getting an increasing share.

Redistribution of Income

In the United States growth of population has been accompanied by a substantial growth in real income. After dividing America's personal income by its population the result is that today each person in the nation, on the average, has about $2,000. This represents a 90 percent increase in real income per capita since 1907.

Just as our growing population is redistributing itself throughout our country, so is our national income being redistributed among our people. Arthur F. Burns, recently Chairman of the President's Council of Economic Advisers and now Director of the National Bureau of Economic Research, wrote five years ago that "Few Americans . . . are aware of the transformation in the distribution of national income that has occurred within the past twenty years—a transformation that has been carried out peacefully and gradually but which may already be counted as one of the great social revolutions of history."

Through income distribution a huge middle class made up of families depending upon wages and salaries from their factory and office jobs and upon income from professions—has arisen. The extent to which families have moved into the middle income group is clear from the figures on income distribution in the Surveys of Consumer Finance conducted by the Survey Research Center of the University of Michigan for the Federal Reserve Board. They show that two-thirds of all spending units in 1956 had incomes between $2,000 and $7,500 and one-half fell within the $3,000 to $7,500 range. Only a small proportion of families were at the extreme ends of the income scale, 9 percent having incomes below $1,000 and only 8 percent having incomes of $10,000 and over.

It is obvious that a tremendous shift has taken place when the pattern of income distribution today is compared with the pattern of the 1920's and earlier. The pattern in 1957 is shaped somewhat like a barrel, with the bulk of the families in the middle income layers and only a few in the lowest and highest income brackets. In earlier periods the pattern of income distribution was a pyramid, with the bulk of families in the lower income strata and with relatively few families in higher brackets.

Consumer Research

Marketing research has grown tremendously during the past quarter of a century. The growth of consumer research was necessary to keep pace with the vastness of the mass market in the United States, both geographically and in terms of sheer numbers; the vast production of products, many of them new and untried; people's ability to defer spending for many goods. All these make it imperative for firms to keep a finger on the consumer's pulse.

More and more stress is being placed on research into what makes the consumer tick, what his attitudes are, what he wants, what he feels, what he will do next. It is this area of research—not the more conventional type of marketing research—that has provided the new developments in the field.

The University of Michigan, whose Survey Research Center has made some of the most important contributions in the consumer research field, is an example of how business and academic research get together. The Research Center now conducts several surveys a year on consumer intentions to buy durable goods. It also tries to check on how changes in incomes, in prices and in general business conditions effect consumer attitudes towards spending.

More and more, consumer research is taking on the function of finding out the kind of goods people really want. This type of research is bound to become more important as time goes on. If it does nothing more than tell manufacturers what they should have known all along through their own observations, it will lead to an improved sales effort. In any case, consumers have a much larger selection of durable goods items from which to choose than they did in 1907.

The Role of Television

Tremendous advances in distribution methods that can accomplish the marketing of goods on a national scale have taken place. The most important advance in distribution is the mass advertising of consumer goods on television. When TV replaced radio as the primary broadcasting device, it opened up the possibility of reaching a national audience more completely than ever before—because the product could actually be seen by most of the potential consumers right in their own homes. This gave the manufacturer a new opportunity to pre-sell his goods. It is clear from the growth of television advertising billings that this method of mass distribution is becoming more and more important. Between 1949 and 1956 television advertising billings increased 1300 percent to $1.3 billion.



"SAM, WE THOUGHT THE UNDERSTANDING WAS THAT WE WOULD BE WORKING PARTNERS!"

With the consumer acceptance of television and air conditioning, habits of American families changed drastically. The invention of the auto made us a nation of travelers. And perhaps brought us closer together as a nation. On the other hand the invention of television and air conditioning has turned the clock back in some respects. Now we are content to remain at home and be entertained by television. We no longer have to get out of the house and take a drive in the family car in order to cool off on a warm evening. All we have to do is press a button and comfort, temperaturewise, becomes part of our way of life.

The Role of Installment Credit

Consumer credit plays an important role in retail selling—it helps move the goods faster and to a larger potential market. If a man waits until he can save enough to buy a color television set, he may defer his purchase a year or more. If he uses consumer credit, it still takes more than a year to pay for the set. But the set moves out of the retailer's showroom as soon as the decision to buy has been made. Thus installment credit is a sales stimulant.

"On the cuff" buying has contributed greatly to the American way of life. Without it, it is rather doubtful that as many as 60 percent of American families could own their own homes completely equipped with furniture, carpeting, appliances of all kinds, radios and television sets as well as all the latest gadgets. It is doubtful too whether 75 percent of American families could own their own cars without being able to take advantage of this type of credit. Installment credit has helped to raise the average American's standard of living by giving him the opportunity to buy today and pay tomorrow.

There are some people who view installment credit as a vicious practice. They contend it does away with thrift and prudence and leads families to take on more than they can hope to repay. However, both the retail stores and the credit companies report that, where reasonable terms are required, one effect of increased credit has been to make people keep better track of their obligations and budget more carefully. More people are borrowing, but fewer of the borrowers are defaulting than in the 1930's.

(Continued on page 174)

Temperatures are rising







...and so are profits with

RCA Batteries!

There's a mighty big market for RCA Battery sales with all America, young and old, heading for the great outdoors with millions of portable radios in tow!

This is far and away your best battery selling season. NOW is the time to cash in on high turnover, easy-to-take profits with RCA Batteries. Stock 'em, display 'em, sell 'em! Available from your local distributor—so do it now!

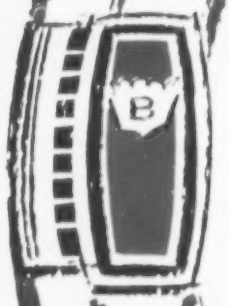
RADIO CORPORATION of AMERICA
COMPONENTS DIVISION CAMDEN, N. J.

RCA BATTERIES...THE BRAND THAT COMMANDS PUBLIC DEMAND!

ONLY

PHILCO—Bendix

...the combination with a four-year head start!



PHILCO Bendix PHILCO CORPORATION

LOOK AHEAD...

PHILCO DEALERS HAVE IT!

THE DUOMATIC... famous leader of a home-laundry line noted for its exclusive features!

While other combinations are just getting started, it's full-speed ahead with the Philco-Bendix Duomatic washer-dryer combination, the combination with the...

Four-year head start in sales (two-thirds of all combinations in use are Duomatics, and every one of them attracting more customers for Philco-Bendix dealers)...

Four-year head start in service experience (no "bugs" to worry about... all the assurance you need to make a convincing sales pitch)...

Four-year head start in exclusive features that will keep the Duomatic ahead of competition. For example...

1. Only Duomatic has a fully automatic soak-wash-and-dry-cycle.
2. Only Duomatic has the high extraction speed necessary for fast, economical drying. No other combination drys so fast!
3. Only Duomatic is built to handle uneven loads—no thumping, slow-downs, half-washed clothes!
4. Only Duomatic is made for gas as well as electricity, and you can offer both at the same price.
5. Only Duomatic offers two models in two price categories, Custom and De luxe.

And the Duomatic, because it's featured in the only complete line in home-laundry history—is backed by powerful, retail-slanted advertising. All in all, it's a product-and-promotion package that pulls sales across the country.



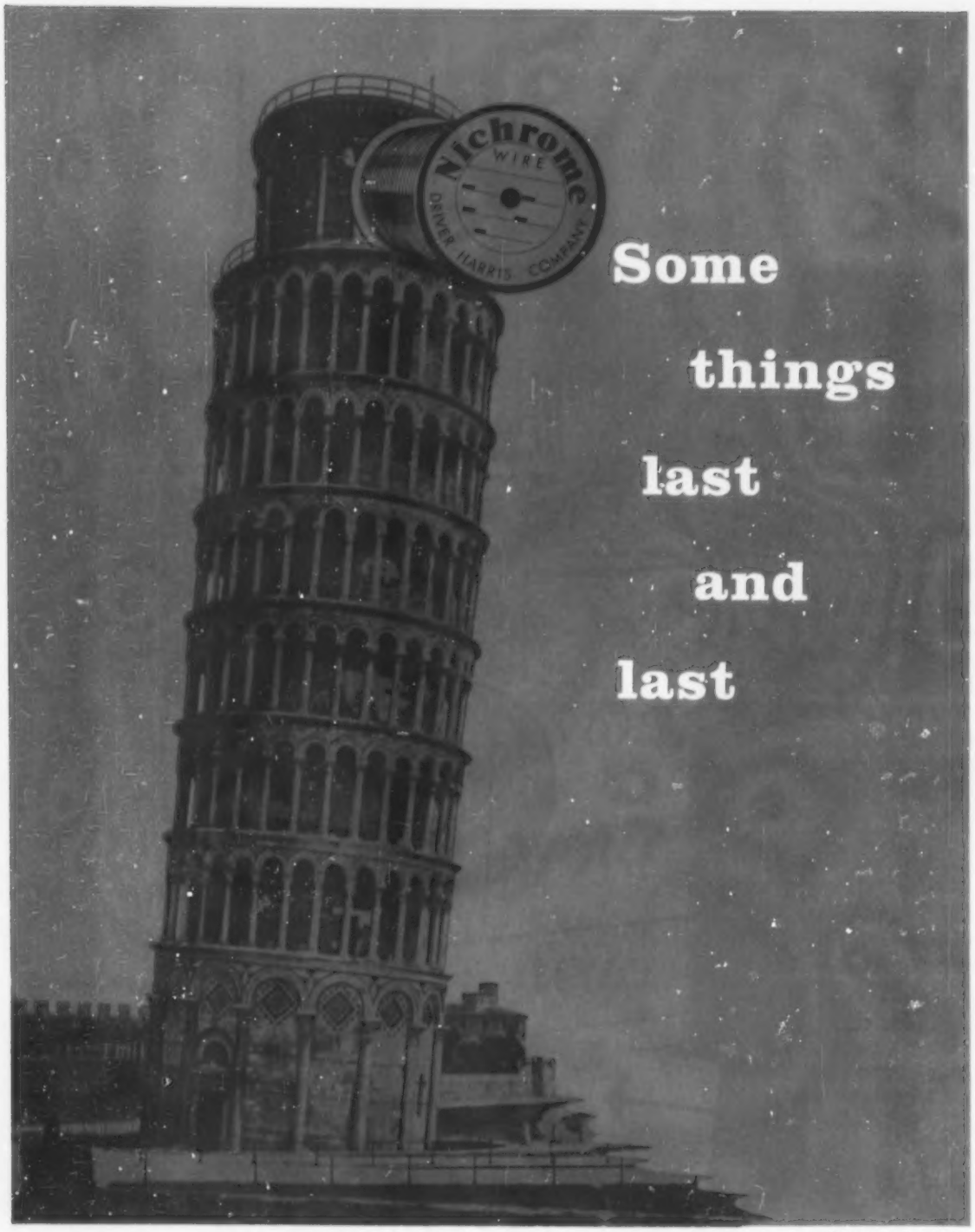
Get in touch with your PHILCO distributor!

THE ONLY COMPLETE LINE IN HOME-LAUNDRY HISTORY

COMBINATIONS · AGITATORS · TUMBLERS · DRYERS · WRINGERS

PHILCO-BENDIX HOME LAUNDRY APPLIANCES ARE BROUGHT TO YOU BY PHILCO CORPORATION

and you'll choose **PHILCO.**



*T. M. Reg. U. S. Pat. Off.

Because so much depends upon the **electric heating element,** today there are **more NICHROME*** heating elements in **more** appliances, by **more** manufacturers than ever before!

...and NICHROME costs no more

*Driver-Harris** Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville • Distributor: ANGUS-CAMPBELL, INC., Los Angeles, San Francisco • In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario

MAKERS OF THE MOST COMPLETE LINE OF ALLOYS FOR THE ELECTRICAL, ELECTRONIC, AND HEAT-TREATING INDUSTRIES

CHANGING ECONOMY

CONTINUED

It is sometimes argued that consumer installment credit has already increased more than the economy can stand. But the facts do not support this assertion. While the pre-war high for consumer credit was 11 percent of consumer disposable income, the 1956 figure was only 14 percent of disposable income, despite the fact that incomes are now more evenly distributed making many more people eligible for credit. For all its growth, installment credit has only kept pace with the increase in life insurance and other forms of consumer thrift.

Consumer Spending

All this adds up to the fact that American consumers have increased their spending on goods and services substantially in the past fifty years. Consumer spending is and always has been the most important sector of the national economy. Currently it accounts for about two-thirds of the gross national product of the nation—the value of all goods and services produced in the country. However, fifty years ago, consumer expenditures accounted for 75 percent of the total economic activity of the United States.

The current annual rate of consumer spending on goods and services—running all the way from spending on food and apparel to the purchase of a television set and having a television tube replaced—tops $275 billion. Back in 1907, it ran close to $26 billion. So the gain in consumer spending over a half a century approximates a ten-fold increase.

At the beginning of the twentieth century, consumer spending on durable goods totaled less than $2 billion. In 1957 the expectation is that consumers will purchase $35 billion worth of durable goods. It is estimated that in 1907 spending for consumer durables accounted for only 5 percent of the total value of output. Today consumer spending on durable goods accounts for about 8 percent of the gross national product.

So consumers are spending a lot more per person on a much broader list of durable goods today than they did in 1907. Fifty years ago, on a per capita basis, consumers spent about $23 per person. In 1957, they are spending more than $200 per person on autos, appliances, television sets and radios.

End



Where Do Great Ideas Come From?

From its beginnings this nation has been guided by great ideas.

The men who hammered out the Constitution and the Bill of Rights were thinkers—men of vision—the best educated men of their day. And every major advance in our civilization since that time has come from minds *equipped by education* to create great ideas and put them into action.

So, at the very core of our progress is the college classroom. It is there that the imagination of young men and women gains the intellectual discipline that turns it to useful thinking. It is there that the great ideas of the future will be born.

That is why the present tasks of our colleges and universities are of vital concern to *every* American. These institutions are doing their utmost to raise their teaching standards, to meet the steadily rising pressure for enrollment, and provide the healthy educational climate in which great ideas may flourish.

They need the help of all who love freedom, all who hope for continued progress in science, in statesmanship, in the better things of life. And they need it *now!*

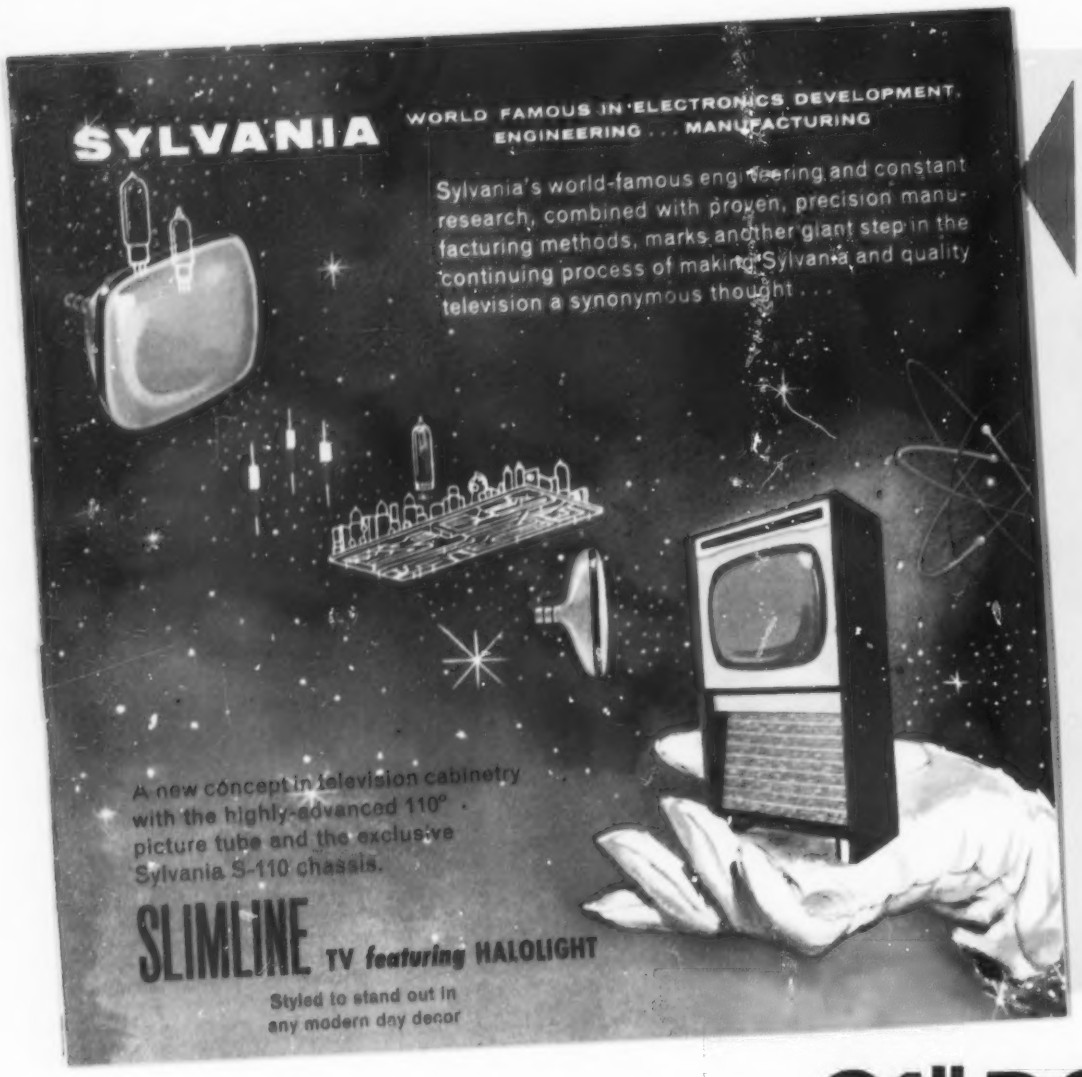
If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

HIGHER EDUCATION
KEEP IT BRIGHT

PUBLIC SERVICE ADVERTISING COUNCIL

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

SYLVANIA cuts the cabinet



Here's the sensational

SHORTEST-LONGEST LINE

...that nets you the fattest profits!

Now! the first 21" PORTABLE!



Sylvania leads the industry with the revolutionary 110° picture tube and the exclusive S-110 Chassis to cut the cabinet in half. You get a whopping big 21"* picture in a cabinet slim enough to go anywhere. It's the neatest engineering trick in 1958 TV!

These are the traveling salesmen -- the 17"* Slim Jim portables that proved the sales appeal of 110°TV

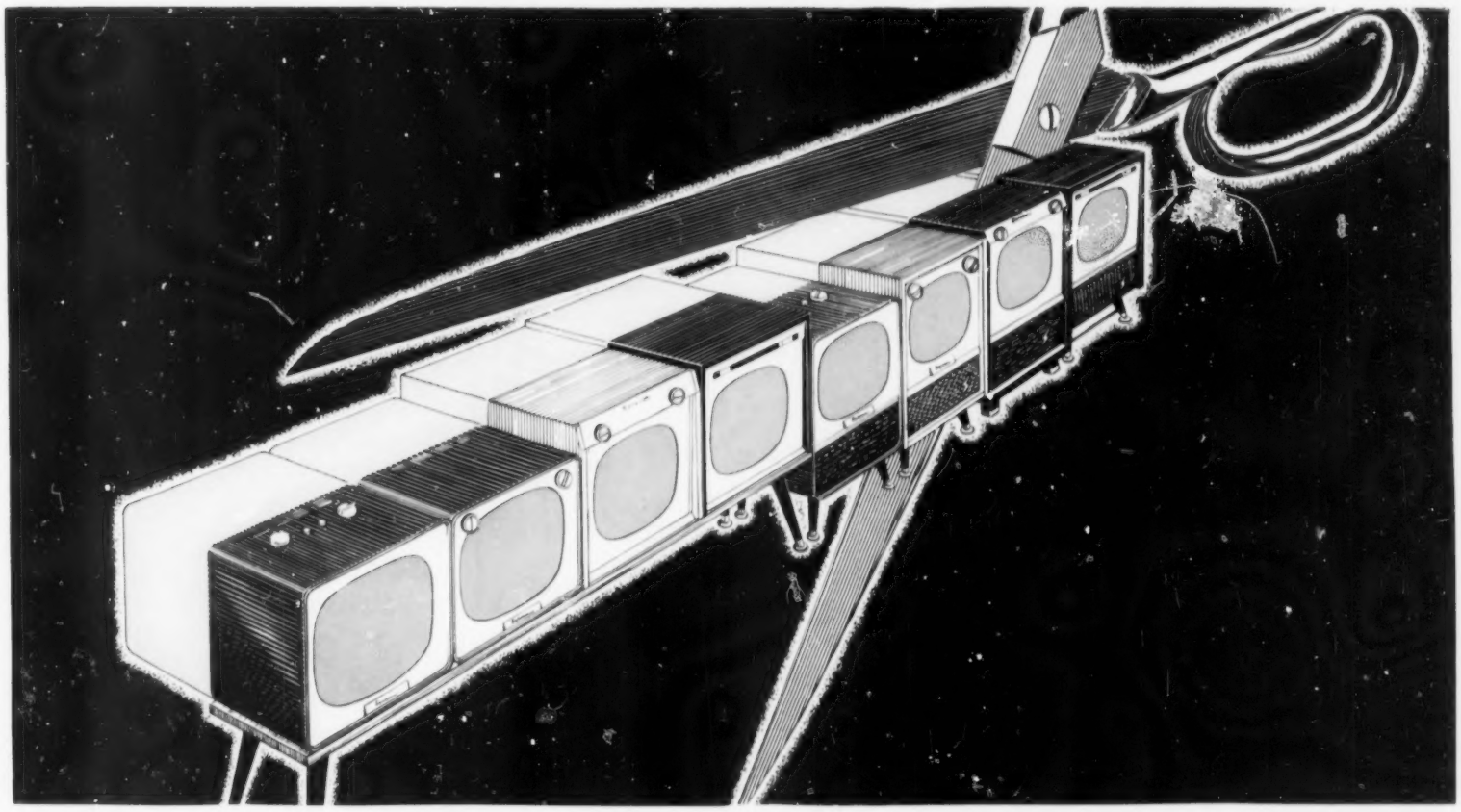


The Texan—$149.95† The Miamian—$169.95† The Bermudan—$179.95†

*21" overall diagonal, 261 sq. in. viewable picture; 17" overall diagonal, 150 sq. in.
†Manufacturer's suggested retail price

Grow today with SYLVANIA 110°

in half ...brings you the Shortest-Longest Line!



SYLVANIA SLIMLINE

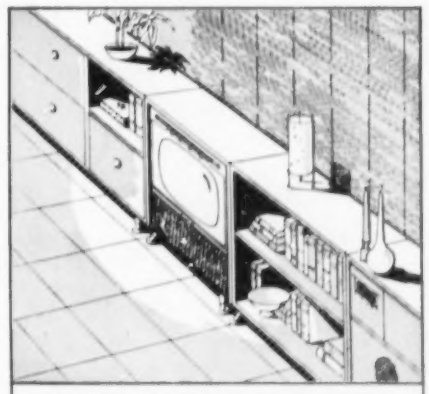
The *First* ***FULL-LINE*** of 110° TV

Sylvania cuts the cabinet in half—straight down the line to bring you the *first full line of big-screen 110° TV* in a cabinet only 13¾" deep.

Sylvania cuts the line in half in more ways than one! This pace-setting line for '58 has been planned to give you the smallest number of models to buy, the greatest variety to sell.

4 Consoles, 4 Table Models, and 4 Portables add up to 31 sets you can sell—including a wide range of lowboys.

Slimline is styled to sell... Priced to sell! Portables travel for the slim price of $149.95—no set in the line retails for more than $299.95. Desirable step-up features step off the price points.



Slimline living for your customers: Most TV juts out into the room. But Slimline moves back to the wall, lines up perfectly with slim, modern sectionals. Consoles, table models, portables—Slimline cabinets are only 13¾" deep.

Retails for $149.95 to $299.95

SLIMLINE ...TV's fastest growing line

...featuring exclusive **HALOLIGHT®**



Only Sylvania has HaloLight . . . exclusive with Sylvania 110 Television. HaloLight is Sylvania's frame of soft surround light that frames the entire TV picture. It's kinder to your eyes, makes viewing easier, more comfortable, more enjoyable for the entire family. See for yourself what a wonderful difference HaloLight makes . . . see the extra picture quality . . . enjoy the extra satisfaction Sylvania HaloLight brings to televiewing.

THE

T®

THE FRAME OF LIGHT THAT'S KINDER TO YOUR EYES

ONLY SYLVANIA 110 TELEVISION HAS HALOLIGHT

The frame of soft surround light that sets Sylvania apart, makes Sylvania TV as different from others as day is to night, black is to-white!

HERE'S WHY YOU NEED

HALOLIGHT®

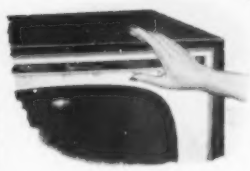


Words and pictures are hard to see if crammed in a dark frame. That's why books have margins. That's why Sylvania television has HaloLight.



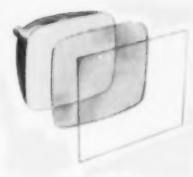
Words and pictures are hard to see if crammed in a dark frame. That's why books have margins. That's why Sylvania television has HaloLight.

NEW FRONT LOCATION FOR HALOLIGHT BRIGHTNESS CONTROL



New! . . . it's easier to adjust . . . easier to demonstrate HaloLight. Simply set new front-mounted thumbwheel to desired level of brightness . . . to please individual tastes.

NEW PICTURE QUALITY FOR DAYTIME TELEVIEWING



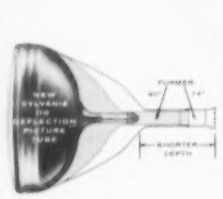
Invisible . . . gives TV Cabinet new smartness

Sylvania television sets are equipped with tinted contact picture filters designed to neutralize objectionable glare resulting from reflected room light. The exclusive Contact Filter gives TV pictures a new depth of vision unmatched by ordinary unfiltered screens.



SYLVANIA CUTS 110 SLIMLINE TELEVISION

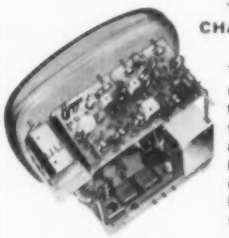
Sylvania 110 television marks the first dramatic reduction in overall cabinet depth. Sylvania designers have created a new cabinet concept, a trim, tapered profile planned to play a proud new role in the home decorating scheme.



REDUCES CABINET SIZE MORE THAN 50%

Notice the difference! . . . the Sylvania 110° deflection picture tube carves inches from standard tube design, making possible today's big new TV screen size, today's trim, compact cabinet styling.

Sylvania 17" and 21" 110° picture tubes are measured diagonally.



THE SYLVANIA S-110 CHASSIS . . . DEPENDABLE, POWERFUL

The Sylvania S-110 is the most advanced chassis in television today! Packed with advanced performance features, the S-110 is easier to operate, requires fewer adjustments, has longer life, needs less service.

UTS

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the new **SYLVANIA CABINET OF LIGHT**
featuring HALOLIGHT

Model 21C512—The nation's newest TV . . . all-new features include Sylvania's powerful, long range S-110 chassis, full size 21" 110° picture tube and easiest tuning ever with the Sylvania "Magic Touch!" Exclusive Contact Filter sharpens picture contrast. Front-removable safety glass. Tri-swivel casters provide instant turning of set. Distinctive mahogany, blonde and fruitwood grained finishes add up-to-the-minute smartness to traditional or modern day decors. Only 16½" deep, 35⅛" high, 24½" wide.

Viewing area 249 square inches

SYLVANIA SLIMLINE TELEV



the Decorator

SYLVANIA 110 TELEVISION
With HALOLIGHT

Model 21C513—Feature-packed with far more than meets the eye. Boasts Sylvania's all new S-110 chassis. Full-size 21" 110° picture tube. The Sylvania "Magic Touch" provides fast, precise tuning, new picture crispness with the exclusive Sylvania Contact Filter. Front removable safety glass. Choice of mahogany and blonde grained finishes. Only 16½" deep, 35⅛" high, 24¼" wide.

Viewing area 249 square inches



the Modern

SYLVANIA 110 TELEVISION
With HALOLIGHT

Model 21C407—Crafted cabinetry features specially designed knobs with all controls in full view and easily accessible at the front of the cabinet. Full fringe performance with the Sylvania S-110 chassis. Full size 21" 110° picture tube. Filter glass picture window front-removable. Mahogany and blonde grained finishes. Only 16½" deep, 34" high, 24¼" wide.

Viewing area 249 square inches

EV ISION ... *A new cabinet concept* ...



the **Starliner**

SYLVANIA 110 TELEVISION
With HALOLIGHT

Model 21T213—Handsome, compact cabinet houses the power-packed Sylvania S-110 chassis and all-new 21" 110° picture tube. Sylvania "Magic Touch" tuning. Exclusive Contact Filter. Front-removable safety glass. Mahogany and blonde grained finishes. Only 16½" deep, 20½" high, 24¼" wide.

Viewing area 249 square inches



the **Styleliner**

SYLVANIA 110 TELEVISION
With HALOLIGHT

Model 21T114—Here's compact, trim-line 110 TV design in mahogany and blonde grained finishes. Value-packed with the Sylvania S-110 chassis and full size 21" 110° picture tube for top-notch TV reception in both fringe and "difficult-reception" areas. Includes Sylvania's tinted filter glass picture window, front removable. Only 16½" deep, 20½" high, 24¼" wide.

Viewing area 249 square inches

SYLVANIA SLIMLINE **TELEVISION**

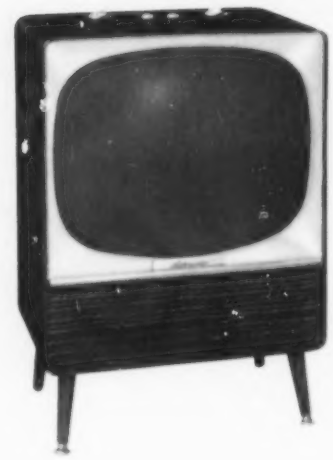


the Contemporary

SYLVANIA 110 TELEVISION

Model 21C403—Sylvania's advanced performance features include powerful S-110 chassis and full-size 21" 110° picture tube. No daytime picture "washout" with Sylvania's tinted Contect Filter, front removable. Available in a choice of mahogany and blonde grained finishes. Only 14¼" deep, 32½" high, 22½" wide.

Viewing area 261 square inches



the Futura

SYLVANIA 110 TELEVISION

Model 21C400—Smallest, most compact console ever! It's beautifully modeled in metal, color-styled in decorative harvest brown blend. Sylvania's S-110 chassis has ample power for the finest fringe performance, full size 21" 110° picture tube gives it value that belies its modest price. Front removable safety lens. Only 13¾" deep, 30¾" high, 21" wide.

Viewing area 261 square inches

VIS ION...*Unmatched compactness and beauty*



the **Trimliner**

SYLVANIA 110 TELEVISION

Model 21T115—Here's Sylvania quality and performance for far less than you would expect to pay. Compact cabinet of sleek, tailored steel, color styled in luggage tan and ivory, spruce and mist green. Boasts all the concentrated power of Sylvania's S-110 chassis, all the big screen viewing pleasure of Sylvania's full-size 21" 110° picture tube. Tinted Contact Filter front removable. Only 13¾" deep, 17½" high, 21" wide.

Viewing area 261 square inches



the **Mainliner**

SYLVANIA 110 TELEVISION

Model 21T113—Smartly-compact table model marks an ideal blending of trim 110 TV styling and superior Sylvania performance, a tempting TV combination at a budget price! Includes Sylvania's S-110 chassis, new full size 21" 110° picture tube, front removable safety lens. Only 13¾" deep, 17½" high, 21" wide.

Viewing area 261 square inches

SYLVANIA SLIM JIM PORTA

MORE COMPACT

MORE POWER



FULL-SIZE 21" VIEWING SCREEN

the Californian

SYLVANIA Portable Model 21P101

The big-screen Californian is perfect for room-to-room portability, feature-packed with Sylvania performance and reliability, it boasts a full-size 21" 110° picture tube and the powerful Sylvania S-110 chassis for standout pictures, even in distant reception areas. Tinted Contact Filter front removable! Two-tone color styling in Sand and Navajo Red. Antenna optional.

Only 13¾" deep, 17¼" high, 21" wide

Viewing area 261 square inches



the Bermudan

SYLVANIA Portable Model 17P201

The deluxe Bermudan is feature-packed with powerful printed circuit chassis by Sylvania Automation, all-new lightweight 110 picture tube and improved glare-guard picture filter. Sensitive telescopic antenna rotates completely, insures locating best possible signal. Cabinet clad in textured vinyl weave, rugged steel construction. Smart two-tone color combinations in Sage and Mist Green, Sand Weave and Cinnamon, recessed carrying handle.

Only 15⅛" deep, 13¾" high, 16¼" wide

Viewing area 150 square inches

LIGHTER...MORE COMPACT...MORE POWER

IN

ORTABLE TELEVISION



the Miamian

SYLVANIA Portable Model 17P102

Tops in big-screen portable viewing pleasure. The Miamian features performance-packed printed circuit chassis assembled automatically by Sylvania Automation, lightweight 110 picture tube. Durable, rugged cabinet attractively styled in Sand Beige and Cinnamon, Coachman Red and Ivory. Recessed carrying handle, glare-guard picture filter. Antenna optional.

Only 15⅛" deep, 13¾" high, 16¼" wide

Viewing area 150 square inches



the Texan

SYLVANIA Portable Model 17P103

Here's truly trim big-screen, portable styling, features Sylvania automated chassis and big, bright, lightweight 110 picture tube. Convenient controls at your fingertips! Rugged, metal cabinet color-styled in Rosewood Tan. Antenna optional.

Only 15⅛" deep, 13¾" high, 16¼" wide

Viewing area 150 square inches

VER IN BIG-SCREEN PORTABLE TELEVISION

Listen!

there's magic in the sound

SYLVANIA

Table Radios

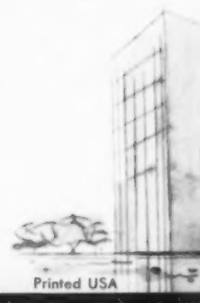
Clock Radios

Portable Radios

and the finest

High Fidelity

PHONOGRAPHS



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110
SLIMLINE
TELEVISION
featuring
HALOLIGHT
. . . the frame of SURROUND LIGHT
that's kinder
to your eyes
Printed USA

An appliance retailer's guide to women, **No. 1: TRADING UP**



How women customers can help you sell top-of-the-line TV sets

You can sell them up to top-of-the-line models because the important thing to them is the beauty of the cabinet and how the finish and the style will blend with their other furnishings.



By emphasizing the extra value, from a styling point of view, of profitable, top-of-the-line models, you'll find it easier to sell a woman. And when she's sold, she'll help you sell her husband.

Because the Journal understands women—knows so well what is important to them in *every* department of their living—more women buy and read the Journal than any other magazine. It pays to have the immense power of the Journal behind the appliances *you* sell.

The world's largest magazine for women... Ladies' Home JOURNAL A CURTIS PUBLICATION

No. 1 in circulation ★ No. 1 in newsstand sales ★ No. 1 in advertising revenue

THE FIRST FIFTY YEARS

CONTINUED

enced many changes, some pleasant, others perhaps not so pleasant. The following are among those that could be considered more significant:

1. Trend of manufacturers towards the full-line.
2. Mergers.
3. Declining importance of independent distributors.
4. Growth of factory-operated branches.
5. Mushrooming in the number of private-brand, company owned retail outlets.
6. Rise of the contractor-builder as an appliance mover.
7. Invasion of the retail ranks by discount houses, supermarkets, variety stores, etc.
8. Introduction and consumer acceptance of newer white goods.
9. Rapid growth of television.
10. Air conditioning boom.
11. Trend towards built-ins.
12. Colored appliances more prevalent.
13. New product developments.

Full Line

Since the end of the war, the appliance-radio-TV industry has been highly competitive, so highly competitive in fact, that only the well-financed, large companies seem destined to survive. The industry has seen many manufacturers fall by the wayside, or be bought and merged with other companies, so that today there are probably no more than nine larger manufacturers left in the business who manufacture a full-line—General Electric, Westinghouse, Frigidaire, Philco, RCA-Whirlpool, Admiral, American Motors, Norge, Hotpoint, etc. There are still a number of smaller companies which are rather firmly entrenched because they have made top quality products over the years, but the trend during the post-war years has definitely been one of "get a full-line or fall by the wayside."

Mergers

Thus, this full-line concept has forced many manufacturers to merge or to purchase other companies. Still others were forced to discontinue appliance manufacture altogether. Listed below are some of these changes, but no attempt has been made to follow any chronological order.

The most noteworthy, of course, would be shutdown of the Crosley division of Avco Manufacturing Corp. and the purchase of the Bendix Division of Avco by Philco. Then there was the merger of the Whirlpool Corp. with the Seeger Refrigeration Corp. and the Estate Range Division of RCA (originally acquired from Noma). The subsequent demise of the Appliance Division of International Harvester Co. brought this new combine a freezer, refrigerator plant and some new distribution. At about the same time, the Deepfreeze Division of Motor Products Corp., called it quits; they were subsequently bought up by Amana. Nash-Kelvinator bought the Altorfer Bros. Co. (ABC washer business); Murray Corp. bought the Easy washer interests; Philco bought out Dexter; F. L. Jacobs quit: Hupp Corp. acquired the Gibson Refrigerator Co., Perfection Stove and Typhoon Air Conditioning.

Borg-Warner added the York air conditioning business to complement Norge full-line appliance business; Cory Corp. bought Mitchell Mfg. Co., makers of air conditioners; Magnavox acquired the Sparton and Sentinel tradenames by purchase; I.T.&.T. acquired Coolerator, Capehart and Farnsworth, merged the latter two and then resold the Coolerator business to the McGraw Electric Co., which had already added Swartzbaugh (Everhot) to their Toastmaster line. Prior to that McGraw had added both Manning-Bowman and Bersted. General Mills and Ya'e & Towne, two post-war comers in the small appliance business have called it quits as did Nesco, bought by Wolfson's (N. Y. Shipbuilding Corp.). Landers, Frary & Clark disposed of their major appliance business to Universal Major Appliances and they (Universal) are now about out of business. Another financier, Titus Haffa, bought Dormeyer, Camfield and Webster-Chicago.

American-Standard merged with the Youngtown Kitchen Division of Mullins; General Dynamics bought Stromberg Carlson and took them out of the TV business; Penn-Texas bought Hallicrafters; Silex bought Chicago Electric; Maytag bought Globe-American; Kalamazoo Stove quit; Thermador bought Lindemann & Hoverson; Weibilt Stove bought Detroit-Michigan Stove; Stewart-Warner sold its refrigerator business to Admiral; ditto Fairbanks-Morse to Philco; Carrier bought Bryant Heater; Westinghouse bought Sturtevant; Speed-Queen Corp. merged into McGraw Electric as a division; White Sewing Machine acquired Apex; CBS-Columbia quit, etc., etc., etc. . . .

Independents vs. Factory Branches

At the distributor level there is very definite evidence of the declining importance of the independent distributor, as more and more goods flow through the factory-operated branches. Among the larger full-line manufacturers, between 40 and 60 percent of their volume in the big metropolitan market moves through these outlets. Even those manufacturers who believed in the independent distributor were forced to open factory-branches in the major market areas. These are more susceptible to factory control, cheaper to operate and geared closer to production line fluctuation. With the growth of centralized service operations, there wasn't as much need for the distributor to provide dealer service training. The growth of pre-selling, discount shopping and consumer acceptance of products that used to be specialty items has lessened. More and more then, the distributor's function is becoming one of warehousing, credit, order-taking and billing.

Transshipper's Role

In addition to the factory-operated branches, the independent distributors have had another serious problem to contend with, the "transshipper." The transshipper is another of the post-war phenomenon whose very existence was and is made possible largely through over-production of products.

When a manufacturer decides that a certain market should absorb a given quantity of his production, he assigns quotas to his distributors, despite the fact that the distributor may already be loaded, or knows that he cannot move the goods. Fearful of his franchise, the distributor accepts the goods. A quick phone call to the transshipper is all that is necessary to unload the unwanted merchandise, at or below the distributor's cost. Thus the distributor has absorbed his quota, and has added nothing to his inventory. The transshipper, in turn, sells to discount houses, dealers, or anybody that wants merchandise at below normal distribution cost.

Perhaps then, to call transshippers a serious problem isn't exactly the correct phraseology, or at best is only a half-truth, because in a sense they actually have performed a service, regardless of how dubious the service may be, for some harrassed independent distributor. The "serious problem", of course, is that the transshipper has not eliminated any problems at all, but has merely "transshipped" it from one area to another.

Growth of the Mail Order Retailers

There has been a tremendous upsurge in the number of company-owned retail stores in the mail-order, tire and auto field. Sears, Roebuck and Montgomery Ward which started their expansion before the war were followed by Firestone, Goodrich, Western Auto Supply and others. These retail outlets now number in the thousands and their private-brand merchandise has attained almost as wide an acceptance as some of the nationally-advertised brands (which some of them also sell). Since these giant chains can buy direct from the manufacturer—some actually own them—they enjoy a very favorable competitive price position, not only eliminating the middleman's profit, but operating at lower cost than independent dealers.

The rise in home construction following the termination of wartime hostilities put the spotlight on the contractor-builder as an appliance mover. With new homes being constructed at the rate of more than one million a year, dealers were losing millions of appliance sales every year. With the help of the FHA-approved "package mortgage," the builder was able to install complete electric kitchens and laundries at far more liberal credit terms (20 years) than the dealer.

Divergency of Retailers

Among all of the changes the industry has experienced since the end of the war, the most widespread have occurred at the retail level. First, there was the mushrooming growth of the discount house, coming as it did in the wake of the greatest boom ever encountered by the appliance-radio-TV industry. Then there was the growing importance of department stores, furniture stores, variety stores, builders, catalog houses, chain stores, plumbing and heating contractors, jewelry stores and even supermarkets as distributors of electrical goods, although in the case of the latter, their true value as an appliance merchandiser has still to be determined. Actually this entire list could be consolidated under one heading "discount houses" since each in its own way sells at off list or discount prices.

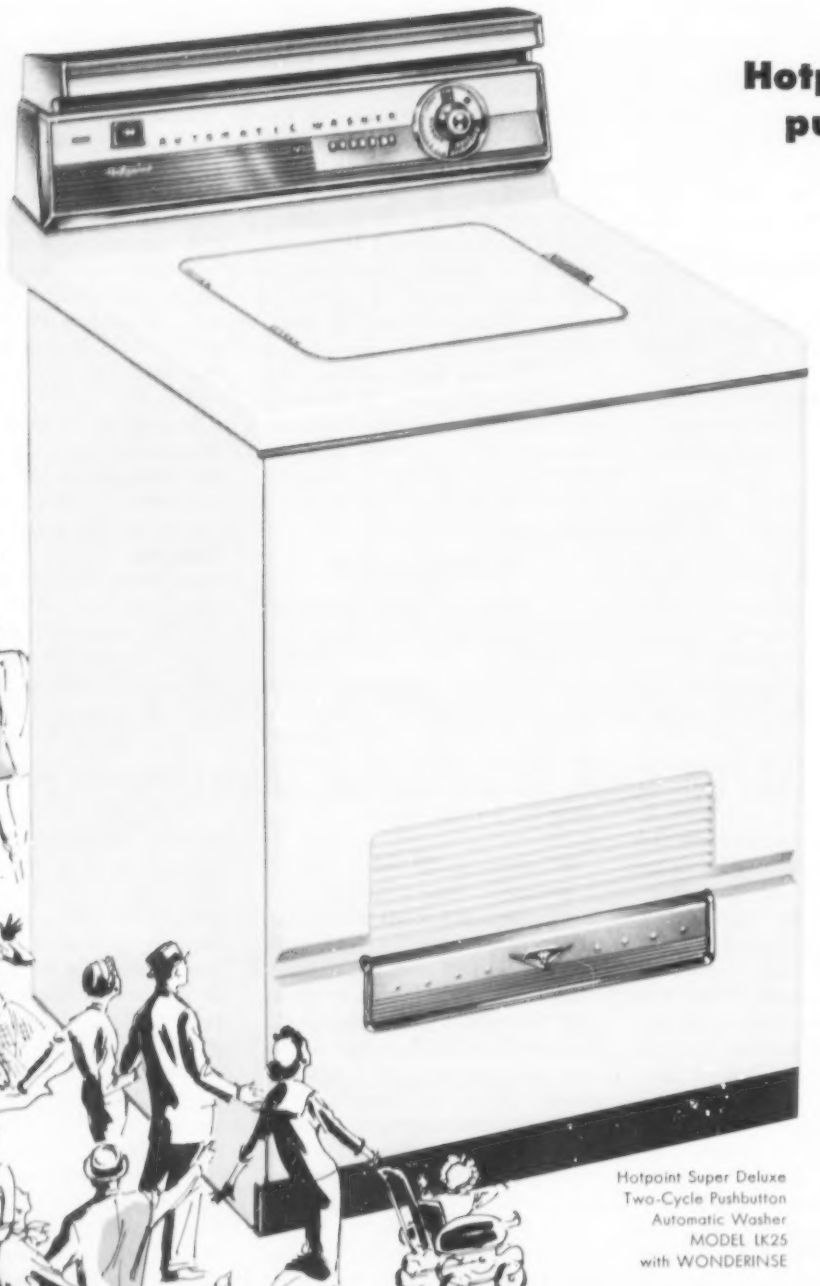
Group Protection

Probably the dealer's best effort to meet the buying advantages of

(Continued on page 182)

Hotpoint Automatic

NEW advanced features create the



Hotpoint Super Deluxe
Two-Cycle Pushbutton
Automatic Washer
MODEL LK25
with WONDERINSE



Hotpoint Automatic Washers put these sales-clinchers to work for you:

- **Wonderinse Clothes Conditioner**
- **All Porcelain Inside and Out**
- **Automatic Coaxial Transmission**
- **Economical Pushbutton Suds-Stor**
- **Two-Cycle Wond-R-Dial for Normal or Delicate Wash**
- **Pushbutton Wash and Rinse Temperature Controls**
- **Automatic Full or Partial Load Controls**
- **Automatic Sediment Swirl-Out**
- **Rubber-Finned Agitator**
- **4 Colortones and White**

Hotpoint has the line of Automatic Washers that thrives on comparison. It's easy to sell the most critical prospects—the careful shoppers who "know just what they want" —because you offer the best of *everything* with Hotpoint!

look to **Hotpoint** for

Automatic Washers • Clothes Dryers • Electric Ranges • Refrigerators • Food Freezers • Air Conditioners • Customline • Dishwashers • Disposalls® • Water Heaters

Washers and Dryers

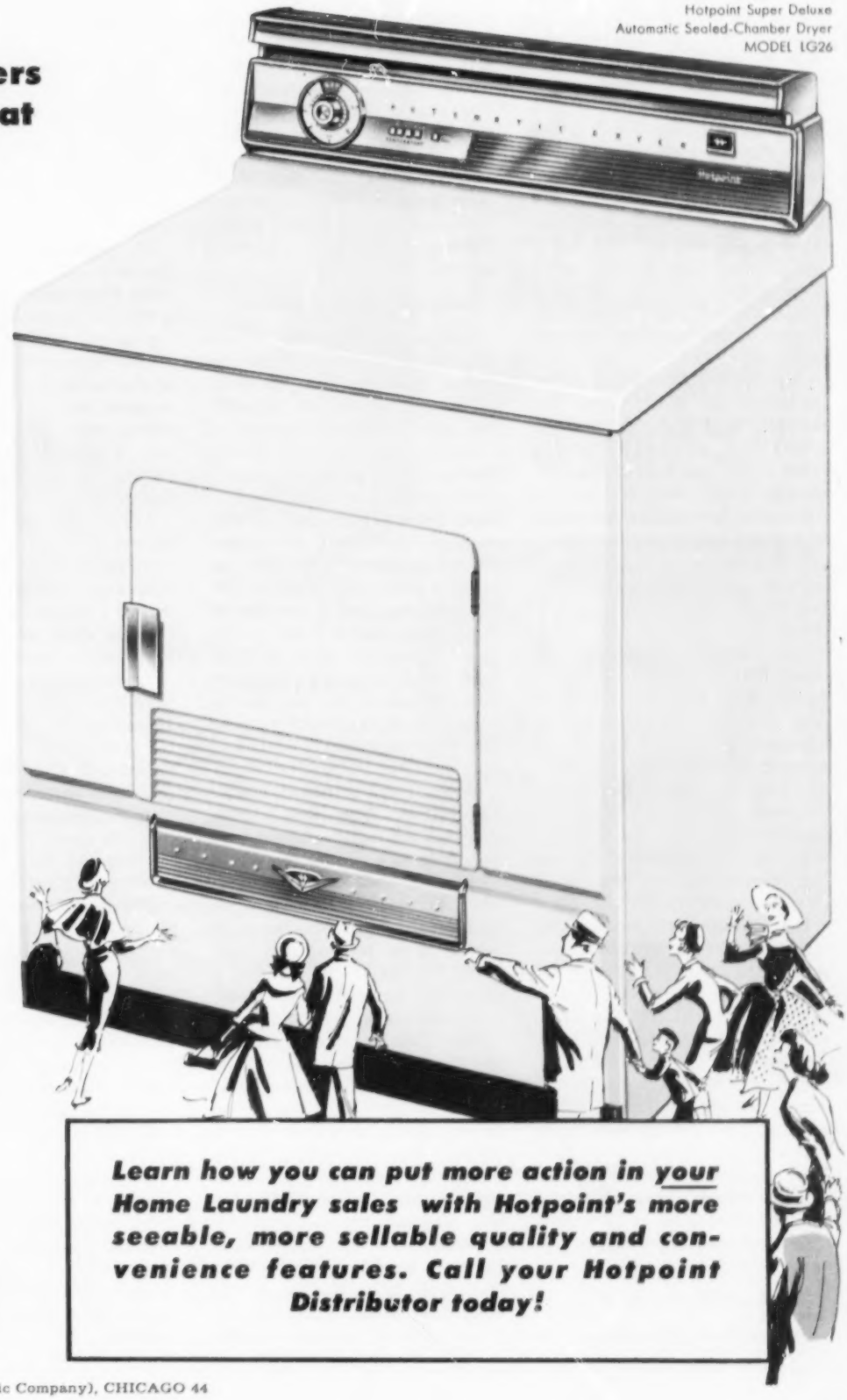
excitement that makes sales easier!

Hotpoint Automatic Dryers offer all the features that satisfy any demand:

- **Sealed-Chamber Models— No Venting Required**
- **Air Blower Models with Giant Lint Drawer**
- **Pushbutton Temperature Controls**
- **New Air Freshener**
- **Precision Electric Timer**
- **Porcelain-Finished Chassis and Drum**
- **Safety Door Catch**
- **Safety Cut-Off Switch**
- **Sealed Calrod® Heating Units**
- **4 Colortones and White**

Your Hotpoint Home Laundry sale can start or be completed with a style-matched Hotpoint Automatic Dryer. There's a choice of 3 sealed-chamber models, 4 air blower models—features, prices and models for any need, any budget!

Hotpoint Super Deluxe
Automatic Sealed-Chamber Dryer
MODEL LG26



Learn how you can put more action in your Home Laundry sales with Hotpoint's more seeable, more sellable quality and convenience features. Call your Hotpoint Distributor today!

the finest...first!

• Television HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44

THE FIRST FIFTY YEARS

CONTINUED

the larger outfits has been to ally themselves with cooperative buying groups. However, even the most powerful of these groups (combined volume of approximately $25-million) fails to measure up to some of the big discount operations.

The discount house, of course, isn't the only retailer to cut himself a slice of this $8-billion appliance-radio-TV business. It is only that they have become the most highly publicized merchants in the business.

Supermarkets and variety stores have also cut themselves in. For instance, the national total non-food sales by supermarkets last year reached an estimated $6-billion, which is somewhere between five to ten percent of the average supermarket's volume. Today supermarkets sell hosiery, toys, beauty aids, utensils, small hardware, records, radios and so on.

A potential greater factor in the business is the variety store. For example, the J. J. Newberry chain sells TV in 15 of its 475 stores, radios in 100—and buys its small appliances direct from the factory. Another of these chains that seems to be going into the appliance business in a big way is S. S. Kressge, who are installing a full line of G-E small appliances in their 685 stores.

Then there are the national chains like Sears, Roebuck, Montgomery Ward, Firestone and Goodyear, all of which have become very important in the marketing of appliances. In New York, for example, Sears has 35 stores that did an estimated $60-million volume in appliances last year. In Chicago, Sears has 11.3 percent of the refrigeration volume and over a quarter of the washer business.

Department stores too are getting back into the appliance business. They had tried to slug it out with the discounter by offering low prices on their appliances-TV, while maintaining their traditional customer service of free deliveries, charge accounts, etc., but had failed to make the more important adjustments that would allow them to do it at a profit. The result was that many stores were forced to leave the field entirely. Today, however, they are catching on and are once again becoming important factors in the business.

Same Old Backbone

Despite all of these changes, the specialty appliance-TV dealer is still the backbone of the industry. Although the total number of retail outlets has shown a steady decline over the past few years, the proportion of outlets falling in the various categories has remained fairly stable. The specialty appliance-TV dealer, for instance, accounted for 43 percent of the total outlets a few years ago, and presently accounts for 45 percent. Furniture stores and auto accessory type chains account for approximately the same share of outlets today as they did in 1950; the department store utility and farm implement group ratios have declined somewhat, while mail order outlets, builders, etc. have increased slightly.

Ascension of New Products

One of the major factors contributing to the growth of the appliance business during the post-war period has been the introduction and consumer acceptance of a variety of new products. Among these new items are seven "majors"; clothes dryers, food waste disposers, home freezers, automatic washers, room air conditioners, dishwashers and dehumidifiers. There were, of course, a great many others, including television and a number of smaller items, but they will be discussed separately. Most of these "new" appliances were actually introduced prior to the war, but because there were relatively none in use, they are usually considered new products.

Without the consumer acceptance of these items, it is improbable that the industry would have been able to approach the record $8.4-billion business it enjoyed in 1956. For in 1956, these seven appliances accounted for almost 29 percent of the total industry sales, or $2,403,780,000 in business, a figure that surpasses the entire industry volume of 1946.

Now while it is agreed that business has been growing at a fantastic rate, the industry's volume would actually be lower today than it was six years ago, if these products were excluded from the totals. For instance, the total industry volume in 1950 amounted to nearly $7.4-billion, of which the new items accounted for about $962-million, leaving a balance of $6,438,000,000. The 1956 volume on the other hand, would be less than $6-billion if these items were excluded from the totals.

The true worth of these products to the appliance business is pretty convincingly illustrated, when we realize that 1956 set an all-time high, despite the fact that some of the older appliances—refrigerators, ranges, water heaters—had fairly substantial sales declines.

Expansion of Television

Television, like so many other products, is another of those post-war innovations that was actually developed prior to the war. It is true, however, that in terms of sales or public acceptance we need not go back further than 1946 to find the real beginning. Even in that year, the TV industry was only able to register sales of six thousand units. In 1947 sales jumped to 178,540 units, and it was at this time that the vast potential of this new communicative medium was realized.

By 1948 sales had increased to nearly a million, so that in just three short years, television accomplished a milestone in public acceptance (1,000,000 sales a year), that is unparalleled in the history of the business. Refrigerators, for instance, were on the market about fifteen years before they realized sales of one million a year. It took vacuum cleaners about twelve years, washers about twenty-five.

In 1949 TV sales soared to three million units and in 1950 reached seven and a half million. New stations kept coming on the air all over the country and manufacturers were selling sets as fast as they could produce them.

Production in 1950 centered heavily on models equipped with 16-inch picture tubes (over ¾ of total production), which not only helped to firm up the average price ($299.50), but also helped to stimulate the replacement market. Prior to 1950, about 95 percent of the receivers had been outfitted with 7, 10, and 12-inch picture tubes.

The use of these larger screens was undoubtedly largely responsible for the fairly substantial replacement sales in 1951. According to ELECTRICAL MERCHANDISING's Trade-In and Replacement survey, 12.3 percent of the total sales that year were replacements. Total sales, however, declined by more than two million units, from the record 7,463,800 in 1950, to 5,384,800 in 1951.

This slump in sales can be traced directly to overproduction during 1950, rather than a lessening of consumer acceptance. During 1950, the tremendous consumer appetite for television caused many manufacturers to overproduce. The manufacturers, fearing material shortages, were anxious to capitalize on consumer demand before restrictions could be placed on the various strategic materials.

Six Million TV Sets

The year 1952 saw sales climb back over the 6-million mark for the second time in the industry's history. By this time over half of the wired homes in the country had a TV set, compared with only slightly more than 10 percent four years earlier. The year 1952 also witnessed the beginning of an upward sales spiral that was to carry through to 1955, when the industry recorded all-time high sales of 7,756,500 units.

In 1956 sales declined almost five percent from the record 1955 level, but it was still the third best year in the industry's history. Slightly more than 7,387,000 units were sold in 1956, below only 1950 and 1955.

What About Color?

Despite all the talk about the possibilities of color television, it has yet to show any signs of becoming a mass market item. Almost every year since they started talking up color TV (1951), next year was always the year color would move. There were, of course, many very logical explanations advanced as to why it hadn't. There were three main obstacles apparently holding back the expansion of color TV—price, programming and tube size. The tube size problem has been licked (even though various types of tubes are still being developed). Programming is still something of a problem, but color shows are becoming available in ever increasing quantities. Even the so-called "magic" price of $500 has been achieved. There remain then, very obviously, still other handicaps to be overcome.

The $500 price tag hasn't been the key to sales it was once expected to be and some marketing experts feel that it isn't a specific price but rather a "premium" which will determine the public's acceptance. By this they mean that the public is likely to balance the added service of color against the extra money they must pay over the cost of a black and white set. With the average cost of black and white receivers hovering around $190, the $300 plus premium could indeed be quite a factor, since color represents an improvement, but is not a new service to the consumer.

Portable TV

Portable TV is a new variation on an old theme. Up to the time when the portable was introduced the public demanded larger and

(Continued on page 186)

To make a profit and keep it . . .

sell REVCO



This is the Revco CC-267, the big 26 cu. ft. chest freezer with a 900 lb. capacity. Other Models—Model CC-207—Model CD-177—Model CD-137. Sell the Revco line—the only complete chest freezer line. Give your customers the advantage of selecting a 13, 17, 20 or 26 cu. ft. chest freezer—each one with trend-setting Revco features.

• New Approach

Get out of the rat race and go to the country. There, you, the independent distributor and dealer can breathe and live and grow. It's in the countryside market where most freezers have been and will continue to be sold. And—now—a great replacement market makes rural areas the best freezer market ever!

• Powerful Demonstration

You sell freezers when you make the convincing exclusive Revco faster freezing demonstration. It proves the advantages of aluminum tubing bonded to aluminum liner to provide the fastest, most economical freezer action known. Owners appreciate saving on electricity—up to 39%*.

• Profit Protection

The Revco franchised dealer direct mail program automatically defines the market and identifies you as a Revco dealer. Completely frees you from "across the street" cut-price competition on your Revco line. The Revco profit protection program will mean even more to you in 1957.

*90° room temperature test proved that Revco's 26 cu. ft. freezers use up to 39% fewer kilowatt hours of electricity per day, per cu. ft. than other makes tested.

SELL THE Revco LINE



SETTING TRENDS IN REFRIGERATION SINCE 1938

BIG CHEST FREEZERS

Sell in the country at a profit!

DON'T PASS UP THE

Revco

BEST-BUY TIME

FREEZER PROMOTION

an outstanding freezer promotion to build traffic and make extra sales

DEALER PROFIT PROGRAM

REVCO, Inc.
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I'm interested in getting advance information on the new Revco "Best Buy Time" promotion.

Company name _____

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City _____ *Zone* _____ *State* _____

NEW UNIVERSAL *Cookamatic*



The best in "Probe-Type" Appliances by the pioneer in controlled

1. ***Exclusive*** **"LONG PROBE"** ***Cookamatic Control***

Extra-long, all-aluminum probe covers greater cooking area of each utensil. Reacts quicker and far more accurately to changes in temperature than shorter, steel probes. This extra length assures perfect cooking heats with a minimum of temperature variance.

2. ***Exclusive*** **"BALANCED HEAT"** ***Distribution***

Universal's heating element and probe housing are scientifically sized and shaped for each individual utensil and the type of cooking for which it was designed. This results in even distribution of heat over entire utensil for perfect cooking results.

Just Dial the Heat with this Interchangeable Cookamatic Control

Larger, easy to see, easier to adjust dial than others. Plugs in under handle, out of cook's way, out of harm's way.

$6.95

ONE MAGIC CONTROL

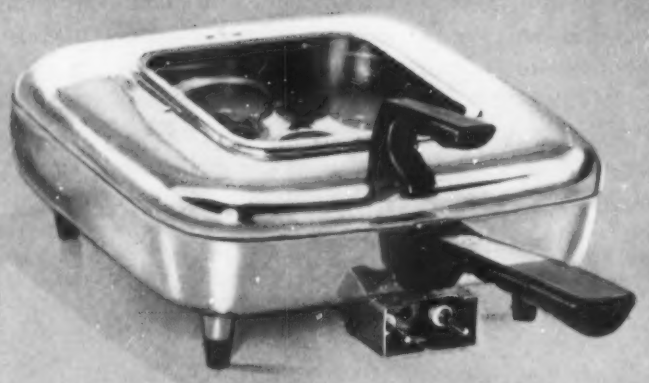
Gives you faster, better "Surface Cooking"



Automatic Griddle
$16.95



COOKAMATIC CONTROL DETACHES SO EACH APPLIANCE CAN BE WASHED COMPLETELY UNDER WATER!



Automatic Frying Pan
10½ or 11½ inch size.
Including metal or glass "Peek-in" cover
from $15.95

Controlled Cooking

with 2 great exclusives
heat cooking

EXTRA $6.95 CONTROL

FREE

when you buy this 4-piece
Hostess Display Pack

YOU MAKE AN
EXTRA $6.95 PROFIT!

Get this beautiful counter display box with 3 Cookamatic appliances and a Control plus an extra Control *free!* Full self-selling information in the cover. Use the extra control to help sell a whole set of Cookamatic Appliances, or sell it separately with one for an extra bonus profit of $6.95.



CALL YOUR DISTRIBUTOR TODAY!
Ask him about the big national program planned to boost your sales!

SERVES THEM ALL!



FOR TURNOVER PROFITS

Feature Famous

Empire METAL WARE

COFFEE-MAKERS

No BETTER Coffee Can Be Made

REGARDLESS of How Much You May Pay for the Coffee-Maker!

Rich, full-flavored coffee every time—when brewed the "cold water" way with the double wall pump that assures instant "perking". Originated and developed by "EMPIRE"!



There's An "EMPIRE" Coffee-Maker . . . SIZE and PRICE . . . For Every Need!

—Automatic Or Non-Automatic

Widest Style Selection—

The Popular "THRIFT-O-MATICS"

No. 1952—8 Cup. AUTOMATIC all the way! "Signalite" glows when coffee is ready—stays on to show it's serving hot—**$9.95** Retail

No. 1951—5-Cup. Makes small quantities of coffee economically. All the automatic features of the 8-cup size. **$9.25** Retail

No. 1953—12-Cup. "King Size" Automatic—**$12.95** Retail

Famous "EMPIRE" Perco-Drips
Non-Automatic—5-9 & 12 Cup Sizes—**$5.00** to **$8.95** Retail

See The Complete "EMPIRE" LINE At The NATIONAL HOUSEWARES SHOW Atlantic City, N. J. July 8 to 12th Booth 218



"COFFEE-QUICKIE" 2-Cup Percolator

"A cup for two—or two for you!" Ideal for traveling. No. 63—**$4.50**

No. 72—Fully Automatic—**$7.50**

Catalog and Prices Sent upon Request

The METAL WARE *Corporation*

TWO RIVERS, WIS.

THE FIRST FIFTY YEARS

CONTINUED

larger picture tubes. Now it appears they want the smaller ones—at least relatively smaller—back. The impact of the portable set on the TV business has been nothing fantastic. It is immediately apparent as you examine the industry's dollar volume. Thanks largely to the growth of the portable, the average price in 1956 declined to $190, compared with $225 in 1955 and $230 in 1954. Total production of portable sets in 1956 was over 1.5 million, compared with about 250,000 the previous year, and from all indications should garner an even larger share of the market this year.

Originally introduced by GE as a sort of stepping stone into the top circle of TV manufacturers, it has now gained such wide acceptance that most of the TV manufacturers have been forced to add a portable to their lines.

Air Conditioning Boom

Although the first air conditioner was introduced way back in the early 1900's (an industrial model; room coolers made their appearance in the 30's), the air conditioning industry wasn't really born until 1946. There were, of course, some sales prior to the war, but for all practical purposes, the room air conditioner was a new product when the industry resumed operations after the war.

In 1946, there were but a handful of firms marketing room coolers, but as sales increased over the years, more and more firms entered the field.

The only really accurate way to describe the pretty spectacular growth of the room air conditioner business seems to lie in the yearly sales figures. The following figures show that in just 11 short years, from 1946 through 1956, manufacturers' sales of room coolers multiplied almost 59 times, and the number of units in the hands of the public increased from virtually none to 7.6 percent, or 3,600,000 of all the residential electric customers in the country today.

Year	Unit Sales	Number in Use
1946	29,840	57,700
1947	42,900	77,000
1948	73,630	110,000
1949	89,320	146,000
1950	200,900	226,600
1951	237,500	345,000
1952	380,400	575,000
1953	1,044,700	1,150,000
1954	1,246,000	1,800,000
1955	1,270,000	2,585,000
1956	1,765,000	3,600,000

Manufacturers, in an effort to create so-called "dynamic obsolescence" among some of the more highly saturated appliances have introduced a variety of built-in appliances and a profusion of colored refrigerators, ranges, washers, dryers, kitchen cabinets, etc., during the past few years. While built-ins are not dominant factors in today's market, they are certainly a growing factor. Sales of built-in ranges, for example, represented almost 25 percent of the total 1956 electric range sales, up from 12.5 percent the previous year. Nor have built-ins been confined to electric ranges. Today there are built-in refrigerators, freezers, dishwashers, air conditioners, etc.

Color returned in the early 1950's, when some of the smaller range manufacturers began exhibiting merchandise in bold colors as traffic stoppers. Soon after, many of the major firms took the play away from these smaller outfits by offering a wider range of colors.

However, the same problems that hampered color acceptance a quarter-century earlier are still exerting an influence on sales of colored appliances today—inventory and inadequate floor display. But increased interest on the part of the consumer in the decorative possibilities of color has caused a slow expansion in the number of manufacturers offering color, and the models and types of appliances being made available in color.

Manufacturers have tried to solve the dealer stocking problems by such moves as delivering color only on order with a delay of thirty days or more. This obviously has caused many a consumer, used to obtaining immediate delivery, to switch from an initial preference for color to a conventional white product.

In spite of these difficulties and for the first time since the first wave of colored appliances was introduced, a good deal of progress was made in 1956. General Electric, for example, said that 19 percent of its appliance sales last year were in colored appliances. Color was stronger in cabinets and dishwashers than in some of the other appliances, however. Hotpoint reports that 32 percent of their built-in appliances sold in 1956 were in color.

New Product Developments

During the past few years the industry has continued to experiment with new products, some

(Continued on page 190)



FOLLOW THE LEADERS!

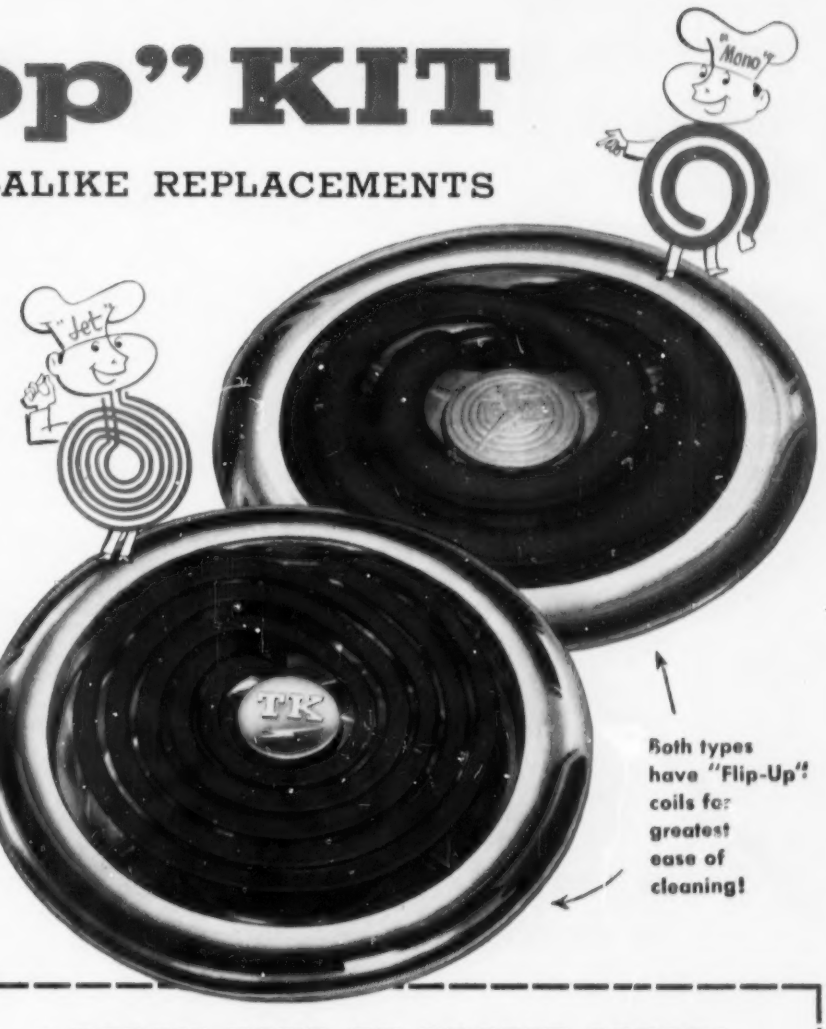
Take this short cut to bigger electric-range service profits for only $72.81*

TK "1-Stop" KIT

FOR EASY ON-THE-SPOT LOOK-ALIKE REPLACEMENTS

TK's new thin *JETUBE* electric range surface unit pairs with the famed TK® *MONOTUBE*® to give you, for the *first* time, fast on-the-spot, look-alike replacements . . . and with the TK Switch Repair Kit (12 parts service 30 million rotary switches) you have the parts to service *any* range *every time*. Here's an opportunity to double your profits because every job can be a "1-Stop" visit that eliminates costly call-backs. Pick up YOUR "1-Stop" Kit at your nearest TK Distributor and stock your truck today for immediate profits!

No Call-Backs with Stock in Your Truck!
Small Investment—Low Inventory!
Greatest Profit Opportunity!
Better Customer Satisfaction!
Add to Your Service Business!



Both types have "Flip-Up" coils for greatest ease of cleaning!



*HERE'S YOUR TK PROFIT OFFER!

Two 6" and one 8" thin *JETUBES* and two 6" and one 8" *MONOTUBE* Surface Units	$ 73.60
Switch Repair Kit: 10 assorted switches, 12 assorted shafts, 6 assorted knobs and 3 adapter kits	39.60
LIST PRICE	$113.20
YOUR COST	72.81
YOUR PROFIT	$ 40.39
PLUS *EXTRA PROFIT* on your service charges	$$$$$

TK IS THE *ONLY* MANUFACTURER WHO BUILDS BOTH TYPES OF SURFACE UNITS AND SWITCH REPAIR KITS FOR *COMPLETE* RANGE SERVICING!

TUTTLE & KIFT INC.

ELECTRIC HEATING ELEMENTS • DEVICES • SWITCHES & CONTROLS

1823 N. MONITOR AVENUE • CHICAGO 39, ILLINOIS

Now... Boost Your Fry Pan

New Presto 12"



No. 7 in America's Only Proven Line of Single-Control Submersible Appliances

- More controls sold for more add-on sales
- Greater customer acceptance



45% OF YOUR FRY PAN SALES WILL BE IN THIS SIZE

LISTS WITHOUT CONTROL

for Only $16.95†

Deep Metal Cover—$4.25† extra

PLUGS IN to cook by controlled heat

DETACHES so appliance washes completely under water... handle and all!

Powerful Medicine to help you build a 27% Increase in your Presto® Cooker Sales!



Popular 4-Qt. Size

$21.95†

Model 8048

Western Zone, $22.45†

Pre-Tested, Pre-Proved

10-DAY Free Trial Offer

Launches New Presto®

Stainless Steel Pressure Cooker

A new Presto product . . . a new Presto promotion creates sales magic—proved in a full scale multi-market test. A specially conceived 10-day Free Trial Offer sent cooker sales skyrocketing; boosted store traffic. Now it's going national—in Sunday Supplements, newspapers, a full-scale promotion. Chalk up the 27% sales increase our test-market dealers have already enjoyed! See your distributor now for FREE tie-in material!

Sales 30% with...

Control Master* Fry Pan

Look at the EXTRA PROFIT Package we've put together for you!

BUY 12...Get One Fry Pan FREE!

Your cost	$128.16
Normal selling price	203.40
Your regular profit	75.24
Profit from FREE Fry Pan	16.95
Total Profit	$ 92.19

YOU MAKE 42% PROFIT!

BUY 6...Get One Control Master FREE!

Your cost	$ 64.08
Normal selling price	101.70
Your regular profit	37.62
Profit from FREE Control Master	6.95
Total Profit	$ 44.57

YOU MAKE 41% PROFIT!

BUY 3...Get an extra $4.32 Cash Bonus!

Regular cost @ $11.44	$34.32
Your special deal cost @ $10.00	30.00
Normal selling price	50.85
Regular profit	16.53
CASH BONUS	4.32
Total Profit	$20.85

YOU MAKE 41% PROFIT!

...and the Rock 'Em Sock 'Em Ad Campaign Backs You Up!

Here it is, the big new addition to the Presto Control Master Appliances that started a new era in electric housewares. Advertising made this line a demand item by Christmas, 1956: now watch advertising send the customers in for this great new fry pan! Four-color spreads in national magazines, television, newspapers, direct mail will send the news to the customers and send the customers to you! Don't be caught short this time: stock and display the new 12-inch Presto Fry Pan now! Remember—the Presto Control Master Line is the only complete family of submersible appliances *proved* in the field!



12-INCH FRY PAN...No. 7 IN THE CONTROL MASTER LINE

9" FRY PAN...$10.95†
11" FRY PAN...$12.95†
12" FRY PAN...$16.95†
DUTCH OVEN...$17.95†
SAUCE PAN.....$13.95†
PRESSURE COOKER..$19.95†
GRIDDLE .....$16.95†

Presto® Control Master* Appliances

Guaranteed by Good Housekeeping

NATIONAL PRESTO INDUSTRIES, INC., Eau Claire, Wisconsin
Makers of Control Master Appliances, Presto Cookers and Canners

*Control Master is the registered trademark of NPI for its automatic electric heat control.

†Manufacturer's recommended Fair Trade price. Fed. tax incl.

Get the Full Presto Story at **BOOTHS 248 to 254**

HI-FI'S HOT AND GRUNDIG Majestic IS HOTTEST!



SEE-HEAR
-BUY THE
HI-FI "HOT" LINE!

JULY MUSIC SHOW
Palmer House — Chicago
SUITES 939W-
941W-942W



MODEL 7015 W/3D
AM-FM-SHORT WAVE
with 4-speed phonograph,
7 tubes, 3 speakers

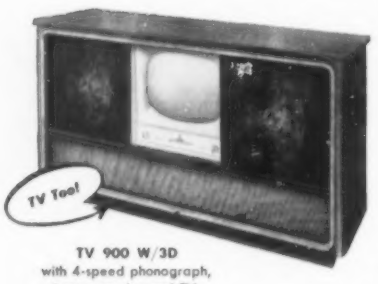


MODEL 7000 W/3D
AM-FM-SHORT WAVE
with 4-speed phonograph,
7 tubes, 3 speakers

GRUNDIG Majestic

24 FANTASTIC NEW MODELS
priced from $69.95 to $2,995.00!

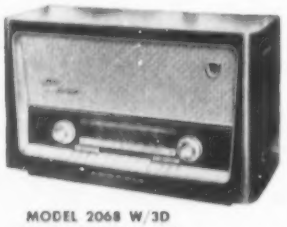
- NOW . . . EVERYONE CAN CASH IN ON THE ONLY *COMPLETE* LINE OF HIGH FIDELITY MUSIC INSTRUMENTS . . . IMPORTED FROM WEST GERMANY
- REMEMBER . . . GRUNDIG MAJESTIC SELLS MORE HIGH FIDELITY RADIOS IN THE UNITED STATES THAN ALL OTHER EUROPEAN BRANDS COMBINED . . . THERE MUST BE A REASON WHY!



TV 900 W/3D
with 4-speed phonograph,
tape recorder and TV,
12 tubes, 6 speakers



TRANS-WORLD AMBASSADOR
AM-FM-SHORT WAVE PORTABLE
with new Marine Band!



MODEL 2068 W/3D
AM-FM-SHORT WAVE
7 tubes, 3 speakers



MODEL 7028 W3/D
AM-FM-SHORT WAVE
with 4-speed phonograph,
10 tubes, 5 speakers

MAJESTIC INTERNATIONAL SALES CORP.
743 N. La Salle Street • Chicago 10, Illinois
79 Washington Street • Brooklyn 1, New York
Exhibition Salon: 25 W. 57th Street, New York, N. Y.

ATTENTION DISTRIBUTORS!
A Few Choice Territories
Still Available. WIRE,
WRITE, PHONE OR SEE US
AT THE SHOW!

FIRST FIFTY YEARS

CONTINUED

involving new methods of performing such familiar functions as cooking and refrigerating, others performing entirely new services.

The electronic range, for instance, made its appearance as a household appliance in 1956, although it had been used commercially since shortly after the war. The $1,000 price tag accompanying it, however, will probably have to be reduced drastically before it has a chance of achieving volume sales.

Then there's the washer-dryer combination. Although it was originally introduced by Bendix in 1953, it wasn't until last year, when sales totaled over 100,000 units, that the potential importance of combinations became evident.

The "modular" kitchen, refrigerator-freezer combination, centralized air conditioning, heat pump, together with the future prospects of ultrasonic dishwashers and the flat TV picture tube should help to maintain the industry's upward sales momentum.

What About Tomorrow?

The appliance-radio-TV industry has come a long way in the last 78 years. During this period it has grown from a single light bulb to a multi-billion dollar business, selling millions of appliances annually.

Despite this present volume of business, however, the future possibilities seem unlimited. There are still 92.4 percent of the electrified homes in the country without air conditioning; 95.4 percent without dishwashers; 93.4 percent without disposers; 82.0 percent without freezers; 88.1 percent without clothes dryers—and on and on.

In the last 50 years the electrical industry outstripped the predictions of its most optimistic advocates. It's likely to do it again.

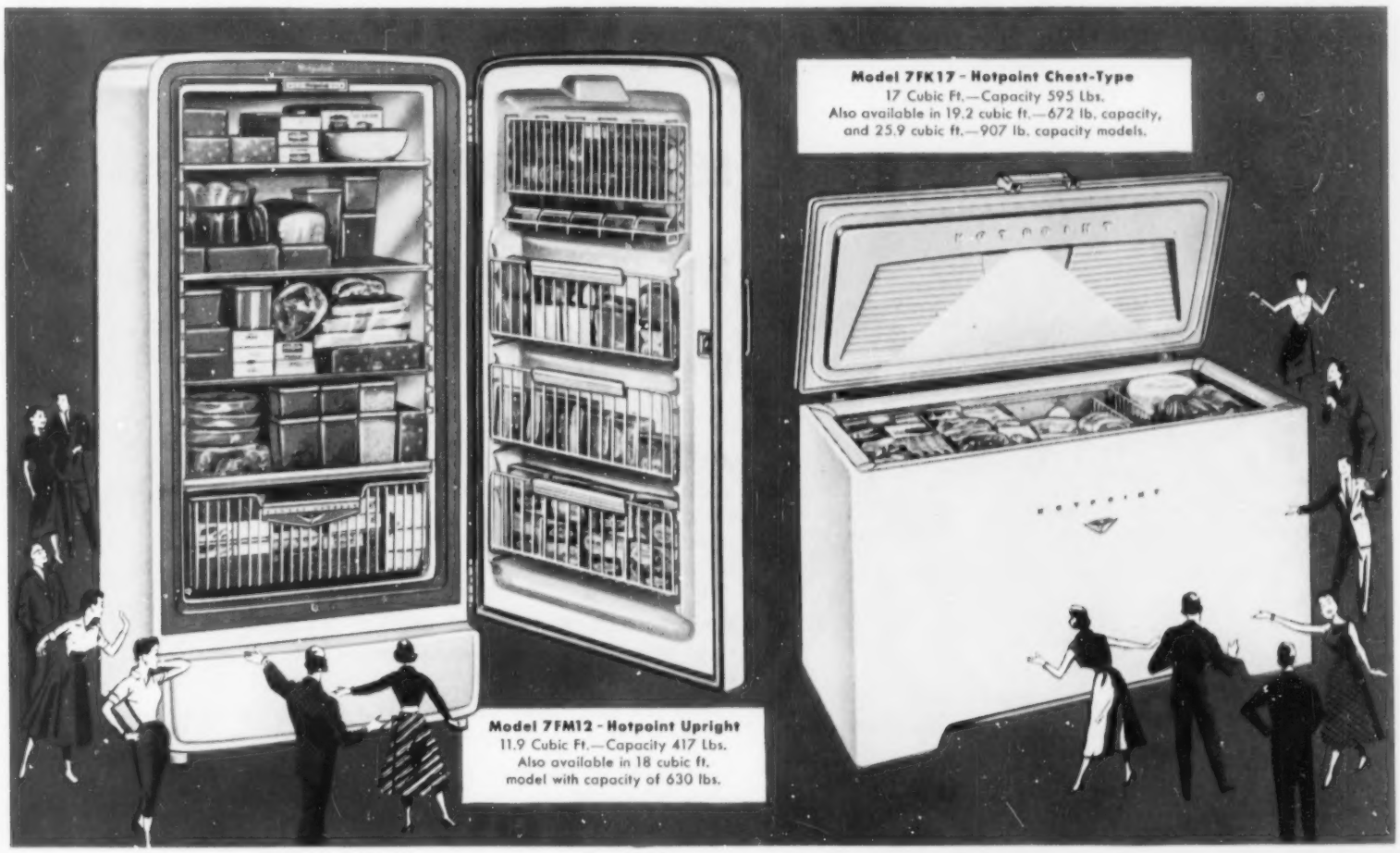
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"BY THE WAY, HENRY, I'M HAVING THE TV REPAIRED"

The more they look the better they like

Hotpoint Food Freezers!



A Complete Line . . . Every Model with Hotpoint's Famous Aluminum Liner!

HOTPOINT UPRIGHT FOOD FREEZERS

Hotpoint Upright Freezers provide double-action freezing with coils in shelves for fast contact freezing and in walls for low even temperature. Aluminum liners conduct cold 4 times faster than steel. Automatic temperature controls adjust from zero degrees to 10 below zero.

Hotpoint Uprights also offer adjustable shelves . . . tilt-down door racks . . . large storage basket . . . glass fiber insulation . . . interior light . . . built-in door locks and Capri color styling. A Food Protection Warranty provides full five-year protection against food spoilage.

HOTPOINT CHEST-TYPE FOOD FREEZERS

Hotpoint Aluminum Lined Chest-Type models embody all the high freezing qualities and protection of the Hotpoint Uprights. They feature vertical dividers to separate main food storage compartments into sections. Sliding baskets allow orderly storage of foods and keep current needs within easy reach. Cake and pie racks store pastry safely. Counterbalanced lids respond to finger-tip pull on new type handles. Shell-type condenser prevents sweating. Lids of all Chest Type Models can be removed to get the Freezers through a 29-inch door opening.

Hotpoint Food Freezers are meeting the challenge of change. Talk with your Hotpoint Distributor and get lined up with the Food Freezers that keep selling you long after the sale is made!

look to **Hotpoint** *for the finest...first!*

Food Freezers • Refrigerators • Air Conditioners • Electric Ranges • Automatic Washers • Clothes Dryers • Customline • Dishwashers • Disposalls® • Water Heaters • Television

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44



NO SPACE-WASTING COILS ON THIS REFRIGERATOR! It can be built-in or flush-mounted without expensive louvered cabinets. Forced-air condenser at bottom eliminates back coils—"The fastest selling feature in refrigerator design," says a leading Chicago dealer.

Now G-E fan motor makes

NEW "FLAT-BACK" REFRIGERATORS CAN BE MOUNTED FLUSH AGAINST WALL TO GIVE "BUILT-IN" LOOK!

A maintenance-free, EXTRA-LONG-LIFE fan motor developed by General Electric has made possible the design of a refrigerator with no coils on the back! A refrigerator that ***sells faster*** because it fits snugly against the wall and looks like a built-in unit! A refrigerator that can actually be built into the wall without costly provision for ventilation!

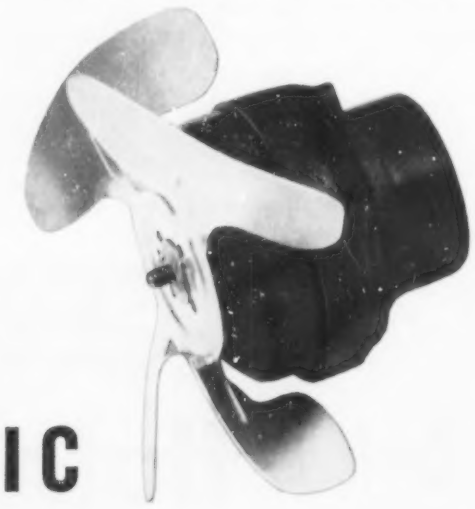
YOU CAN SELL "FLAT-BACK" UNITS WITH CONFIDENCE when they're equipped with the extra-long-life G-E fan motor, because:

- This G-E motor is built to last the life of the refrigerator—its estimated life is three times that of former designs.
- This G-E motor ***never*** needs re-oiling—"sealed-in," recirculated, cooled and filtered, this oil supply—3 times greater than former designs—is a special type developed for EXTRA-LONG LIFE.
- Keeps refrigeration at top efficiency, even on hottest days.
- In addition, the motor runs so quietly you can't even hear it.

THIS NEW, IMPROVED DESIGN will help you make more refrigerator sales. Home owners want the newest—they want the "built-in" look. So ask your manufacturers to supply you with refrigerators with fan-cooled coils. But ***insist*** on the new G-E long-life fan motor—***available to all appliance manufacturers!*** General Electric Company, Section 632-8, Schenectady 5, N.Y.



G.E.'S EXTRA-LONG-LIFE FAN MOTOR has plentiful supply of oil in this oversize reservoir. "Sealed-in" recirculating oil system continually bathes the bearing in cool filtered oil for a lifetime of dependable service-free operation. New oil has three times better oxidation.



SPECIALTY MOTOR DEPARTMENT

GENERAL ELECTRIC

space-wasting condenser coils old-fashioned!



DEVELOPMENT OF THE RANGE

CONTINUED

metal in a predetermined position and then it was aged by cooking in a bath of molten salt. In a sense this is like annealing or tempering, and when the atoms were set in this position they would return to it when that temperature was hit.

The year 1929 saw the beginning of the age of speed in ranges. Up to that date women said to their friends, "An electric range is all right, but my, it is so slow." With an input of a wattage of 2250 there arrived a time when, if not handled properly, the bottoms of utensils could be melted. Light-weight high speed enclosed models were on the market by 1931, and gave housewives all the speed they wanted. Oddly enough, after women had all the desirable speed they could manage in an electric range, they lost interest. Eventually the range was cut back to 2,000 watts and today average 2,200.

The Dutch oven principle was exclusive with Westinghouse. It would raise heat to a certain point and then coast downhill as in the fireless cooker. Other manufacturers used a maintained temperature. Today Westinghouse ranges have swung over to maintained temperatures. By 1931 the electric range had ceased being a stove with a lot of cast iron about it. It was being made of sheet metal. By 1932 sales managers were wondering why an electric range should have to look like a stove, and a new styling concept began.

Also, the gadget era began with 1930. Chrome plating looked pretty with automobiles and so it came in the range field in 1932. A bright sales manager had an idea that a cigarette lighter would add to the woman's appeal and believe it or not, one was stuck on the Westinghouse range in 1936. Mirrors, towel racks, condiment sets appeared also during the years.

The appearance of low carbon steel made possible one-piece bodies in 1937. They came about through a continuous conveyor type furnace which heated the range shell slowly and cooled it down slowly. Before this time, range bodies had been pushed quickly into the furnace and moved quickly which often led to distortion of metal.

Hotpoint Developments

A man named Mitchell, president of a utility in Raleigh, N. C., wanted an all-porcelain electric range.

The boys at Hotpoint didn't tell him that this sort of thing was not being made in 1922. So they quoted a high enough price intended to discourage Mitchell. To their surprise, he sent them an order and it was up to them to produce an all-porcelain range.

The sheet metal which they used for japanning black was not suitable for porcelain enameling. There were a lot of stresses and strains in the metal which caused the porcelain enamel to shatter off. Many thought it was the heat of the range that caused this trouble.

With an order in their pocket, the boys at Hotpoint had to get busy and find out how to make porcelain enamel stick. They succeeded because they learned how to iron out the atom and get rid of the stresses in the metal before applying the vitreous enamel. When they licked this special order, they found they had turned another milestone in range history.

It was Hotpoint that developed the calrod unit, as you will remember. But the 1926 calrod was not nearly the product it is today. The heating element was placed inside a tubular steel sheet. The steel sheet oxidized and it took a lot of work in the laboratory to learn how to dip it into an aluminum bath (calorizing) so it would not oxidize.

Things would come up which nearly drove the engineers nuts. For example, it was discovered that running the magnesium oxide under a magnet would get out the iron dust which was one of the trouble makers. The magnesium oxide in its native state is far from a suitable product for today's calrod unit.

Glass sealing of the calrod unit was another big step forward. Spillage by the cooks, moisture and grease eventually gets in to the calrod, steps up an electric path between the hot wire and the sheet. As a result, it is burned through. The early calrod didn't have any seals. The ends were swage tightened but the compacted magnesium was exposed. It was discovered that the way to fix this was to take powdered glass, drill out the magnesium oxide in the ends of the calrod unit, put in powdered glass and heat the ends until the glass melted. This new idea went into effect in 1935. The efficiency of a calrod unit has been increased ten-fold since it was invented.

Early Days at G-E

Harry J. Mauger, assistant to the president of Hotpoint, got his first job at General Electric in 1899, and in the two companies he witnessed the entire development of the electric range.

His recollections follow here:

C. A. Coffin, president of G-E, had an electric heater in the cabin of his ship in 1903 or 1904. He discovered that in Europe they had begun to promote cooking and radiant heating.

About 1903, experimental shops were set up in Schenectady and in Lynn. E. W. Rice, then vice president in charge of engineering, said that he believed that electric cooking was impractical on account of the high rate for electricity and the inherent handicap of the overall inefficiency of generating electric heat and then reversing the cycle and returning the electricity to heat again.

In 1905, General Electric brought out a cooking table made of wood, which was furnished with separate self-contained, self-heated cooking utensils that plugged in. The table had only cooking top devices and a separate oven came with it.

A difficulty encountered in the early development days was due to the controversy over how a range should be built. Mathias Turner of the Cleveland Illuminating Co., a prime mover in range development, said that electric cooking should be done on the fireless cooker basis. One of General Electric's early hot plates looked like a kitchen garbage container with a step-up cover. It held a hot iron core which stayed hot all the time. Trouble was, the public didn't take to it, and it was a pretty heavy object to ship.

General Electric was using "Climax", a nickel-iron wire, when A. L. Marsh came along with his chromium-nickel mix whose resistance was seven times greater than copper. Climax resistance was 50 times that of copper and German silver (copper and nickel) had resistance of 30 to 40 times that of copper.

A celebrated fight took place over the Marsh patent, because 25 years earlier a Frenchman named Place had taken out a patent in England and stated that chromium-nickel had high resistance. It was all theory because he had never found a way to make an alloy. So Marsh won, and following the fight a licensing bureau was set up which issued six principal licenses to manufacturers, and which ran to the expiration of the patent in 1924.

The calrod unit was born out of an attempt to protect the resistance wire from too rapid oxidation. It has been found that by putting it in an iron tube and surrounding it with magnesium oxide, that oxidation was greatly cut down and mechanical protection was also provided. In the early days the heat resistance wire was placed in a straight core about $\frac{5}{16}$ in. in an iron pipe from 5 to 18 in. long. This was rolled cold until the pipe was down to $\frac{1}{4}$ in. diameter, yielding a strip which was 12 to 15 inches long. There was lots of trouble resulting from lack of insulation because it was difficult to keep the resistance wire centered.

C. C. Abbott took a $\frac{3}{8}$ in. tube and reduced it to $\frac{5}{16}$ in. The helical resistance core inside the tube was the essence of the whole thing. It was compressed until the magnesium oxide was solid and the insulation was uniform.

In September, 1918, came an interesting consolidation of three organizations in the heating appliance field. General Electric had found itself spread out too much in the heating business to make money. George Hughes and his company were growing fast in the electric range business. Out in California was another firm, Hotpoint, which had been founded by a lineman named E. H. Richardson, who had inventive genius. Hotpoint was successfully merchandising a lot of small appliances such as El Toasto and El Perko, as well as its already famous flatiron.

The Edison-General Electric Appliance Co. consolidation brought together under George Hughes a galaxy of talent. Ralph Cordiner, today president of General Electric, came with this organization, as did F. H. McCormick of Frigidaire, D. P. Randolph, then chief engineer, and now dead, and Jack Sharp, who is today president of Hotpoint.

Frigidaire Questionnaire & Women

When Frigidaire decided to go into the electrical range field, it wanted an engineer who was at the peak of his reputation.

Consequently the job was offered to F. H. McCormick, who had some intimate contact with electrical ranges by working for the Washington Water Power Co. in Spokane, Wash., where Copeman's electric stoves were being sold. He had gone to Edison General Electric Appliance Co. (Hotpoint) and had spent his entire lifetime working with electrical cooking.

When McCormick went to Frigidaire, commissioned to create a

(Continued on page 201)



PRESENTING

Hotpoint TV

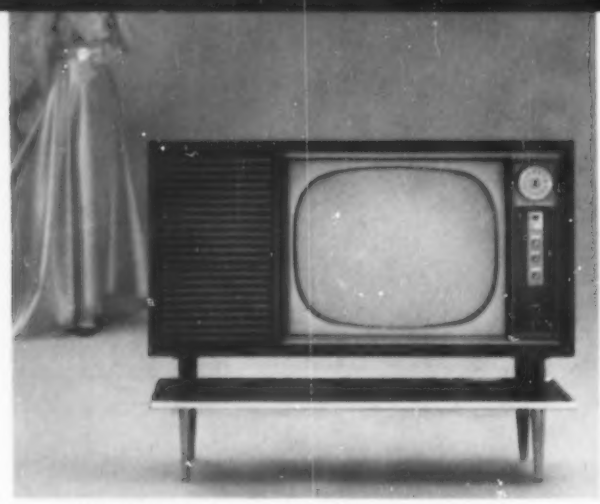
FOR '58

THE NEW SLEEK SLENDER PROFILE!

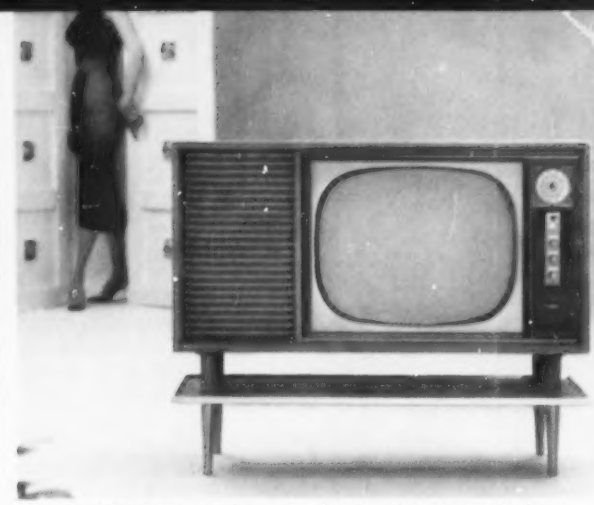
Hotpoint Hi-Vi TV FOR '58

NEW LOWBOYS and CONSOLES

- 3 Speakers for Hi-Vi Sound that surrounds!
- New "Miracle Memory" fine tuning!
- Remote Control at no extra cost on Touch Button Power-Tuning Consoles!
- Elegant new "Furniture-depth" styling!



NEW LOWBOY in genuine Walnut wood veneer features 3 Hi-Vi speakers, "Miracle Memory" fine tuning, super-sensitive Powertronic chassis, Remote Control at no extra cost. (21" over-all diagonal, 264 square inches of viewable picture area.) Shown: Model 21S605.



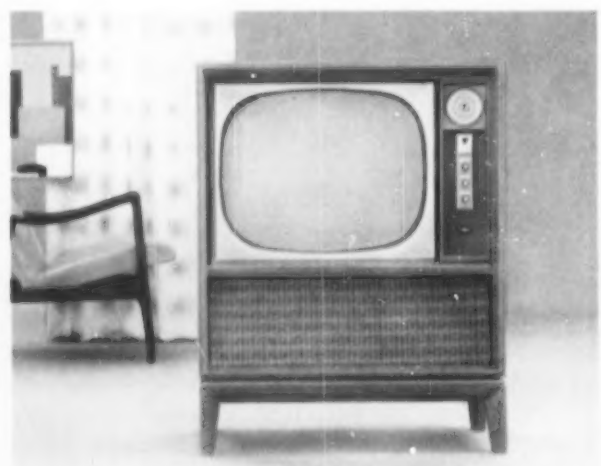
LIGHT OAK wood veneer Lowboy has same features as Model 21S605 (left). Includes Powertronic chassis, Touch Button Channel Selector. Handsome shelf. (21" over-all diagonal, 264 square inches of viewable picture area.) Shown: Model 21S606.



SWIVEL-BASE CONSOLE has three speakers for rich Hi-Vi sound, new "Mirrorbeam" 110° aluminized picture tube, front controls. Mahogany finish. (21" over-all diagonal, 264 square inches of viewable picture area.) Shown: Model 21S507.



THREE-SPEAKER Swivel Base Console in Light Oak finish adds new glamour to outstanding performance features, like new Powertronic chassis, for exceptional value. (21" over-all diagonal, 264 square inches of viewable picture area.) Shown: Model 21S508.



LUXURY CONSOLE in Light Oak wood veneer includes three-speaker Hi-Vi sound, Remote Control, Touch Tuning, "Miracle Memory", Powertronic chassis. (264 square inches of viewable picture area, 21" over-all diagonal.) Shown: Model 21S556.



GENUINE MAHOGANY wood veneer Console has Hotpoint's full list of luxury features, including "Miracle Memory", Touch Tuning and Remote Control at no extra cost. (264 square inches of viewable picture area, 21" over-all diagonal.) Shown: Model 21S555.

Every model has the new, shorter Mirrorbeam 110° picture tu

Every model has Hotpoint's distinctive sleek, Sle



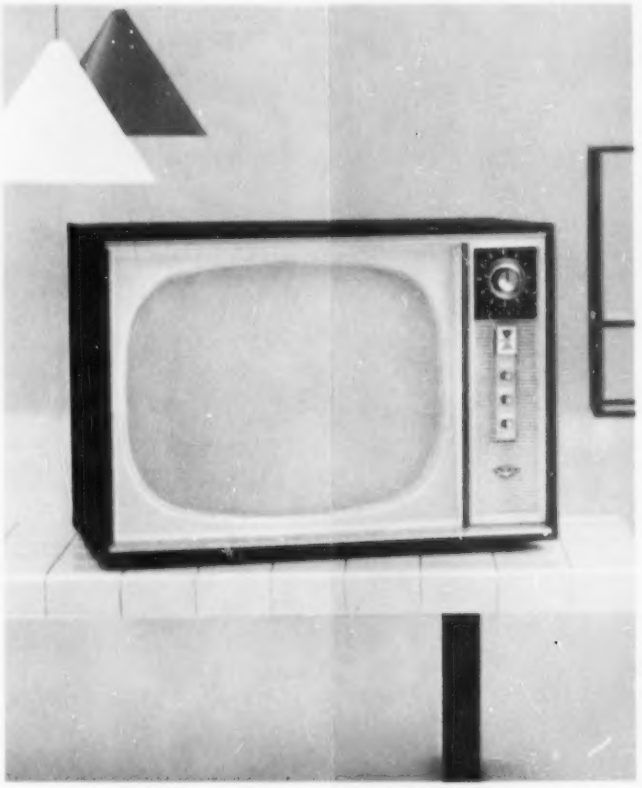
NEW LOW-PRICED CONSOLE has Hotpoint's famous "Mirrorbeam" 110° picture tube, plus Hi-Vi sound from big 8" front speaker. "Easy reach" top tuning. Mahogany finish. (21" over-all diagonal, 264 square inches of viewable picture area.) Shown: Model 21S505.

NEW TABLE MODELS

Front Hi-Vi Speakers!

"Miracle Memory" Fine Tuning!

Remote Control (optional)!



SLEEK, SLENDER Ebony-finish Table Model with new super-sensitive "Powertronic" chassis and 110° "Mirrorbeam" aluminized picture tube. Almost a third thinner than last year's TV! (264 square inches of viewable picture area, 21" over-all diagonal.) Shown: Model 21S406.



GIANT SCREEN Mahogany Veneer Console (24" over-all diagonal, 332 square inches of viewable picture area) includes "Miracle Memory" fine tuning, Remote Control at no extra cost, three-speaker Hi-Vi sound, and many more brilliant new features. Shown: Model 24S805.

NEW PORTABLES

23% Smaller Cabinets!

12½% Bigger Pictures!

New Decorator Styling!



17" PORTABLE (over-all diagonal, 154 square inches of viewable picture area) has "Pop-up" built-in antenna, new improved tuner for better reception, 23% smaller cabinets with 110° "Mirrorbeam" Picture Tube. Tawny Beige and Silver Beige. Shown: Model 17S305.



24" CONSOLE (332 square inches of viewable picture area) in Light Oak genuine wood veneers, with all Hotpoint luxury features in new Slender Profile cabinet. Remote Control at no extra cost. New super-sensitive Powertronic chassis. Shown: Model 24S806.

V FOR '58

Every model has the new, shorter Mirr

Every model has Hotpoint'





LIGHT OAK wood veneer Lowboy has same features as Model 21S605 (left). Includes Powertronic chassis, Touch Button Channel Selector. Handsome shelf. (21" over-all diagonal, 264 square inches of viewable picture area.) Shown: Model 21S606.



NEW LOW-PRICED CONSOLE has Hotpoint's famous "Mirrorbeam" 110° picture tube, plus Hi-Vi sound from big 8" front speaker. "Easy reach" top tuning. Mahogany finish. (21" over-all diagonal, 264 square inches of viewable picture area.) Shown: Model 21S505.

NEW TABLE MODELS

Front Hi-Vi Speakers!

"Miracle Memory" Fine Tuning!

Remote Control (optional)!



SLEEK, S
sensitive
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21" over



THREE-SPEAKER Swivel Base Console in Light Oak finish adds new glamour to outstanding performance features, like new Powertronic chassis, for exceptional value. (21" over-all diagonal, 264 square inches of viewable picture area.) Shown: Model 21S508.



GIANT SCREEN Mahogany Veneer Console (24" over-all diagonal, 332 square inches of viewable picture area) includes "Miracle Memory" fine tuning, Remote Control at no extra cost, three-speaker Hi-Vi sound, and many more brilliant new features. Shown: Model 24S805.

NEW PORTABLES

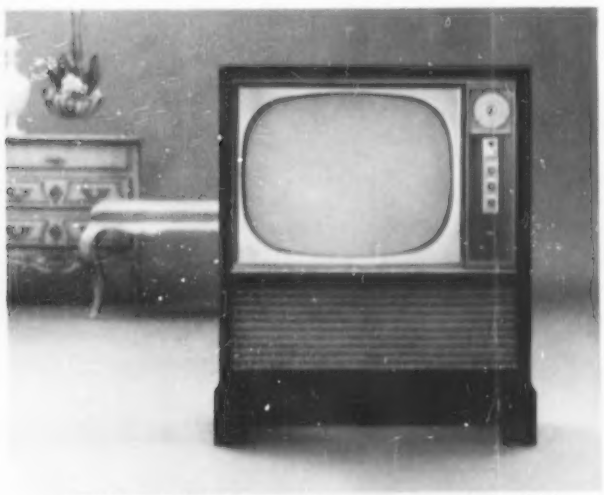
23% Smaller Cabinets!

12½% Bigger Pictures!

New Decorator Styling!



17" PO
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cabinet
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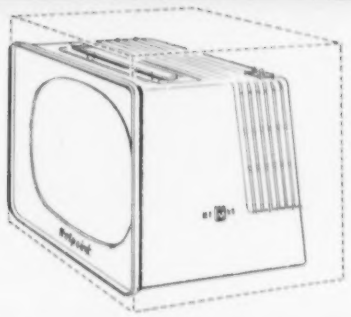
GENUINE MAHOGANY wood veneer Console has Hotpoint's full list of luxury features, including "Miracle Memory", Touch Tuning and Remote Control at no extra cost. (264 square inches of viewable picture area, 21" over-all diagonal.) Shown: Model 21S555.

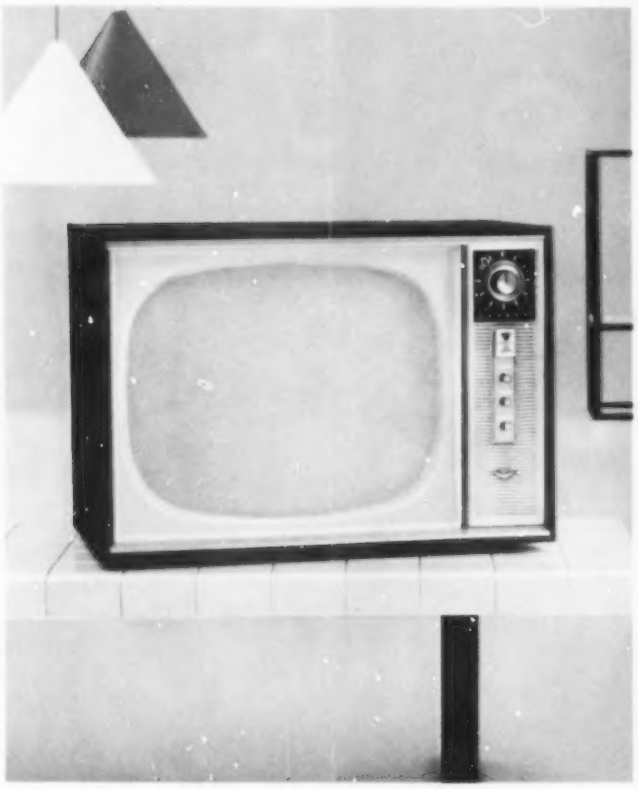


24" CONSOLE (332 square inches of viewable picture area) in Light Oak genuine wood veneers, with all Hotpoint luxury features in new Slender Profile cabinet. Remote Control at no extra cost. New super-sensitive Powertronic chassis. Shown: Model 24S806.

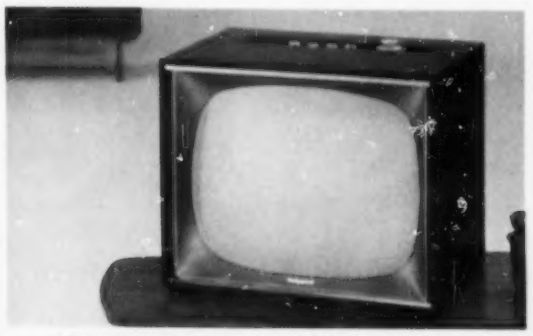
er Mirrorbeam 110° picture tube!

otpoint's distinctive sleek, Slender Profile!

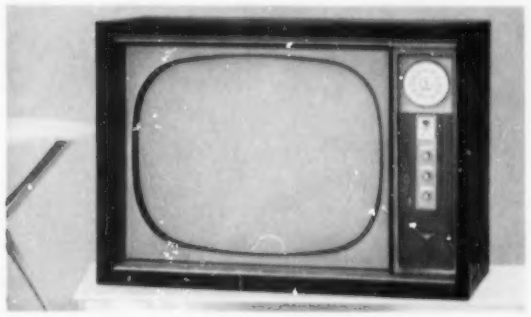




SLEEK, SLENDER Ebony-finish Table Model with new super-sensitive "Powertronic" chassis and 110° "Mirrorbeam" aluminized picture tube. Almost a third thinner than last year's TV! (264 square inches of viewable picture area, 21" over-all diagonal.) Shown: Model 21S406.



ECONOMY Table Model with new 110° "Mirror-beam" aluminized picture tube features "easy reach" Top Tuning, famous Hi-Vi Dynapower Speaker. (21" over-all diagonal, 264 square inches of viewable picture area.) Shown: Model 21S405.



PRESTIGE Table Model in Mahogany finish has front speaker, new "Miracle Memory" fine tuning, other luxury features. (21" over-all diagonal, 264 square inches of viewable picture area.) Shown: Model 21S455.



PRESTIGE Table Model in Light Oak finish has Hi-Vi Front Speaker for front row performance, "Miracle Memory", Touch Tuning, Powertronic chassis, other superb new features. (264 square inches of viewable picture area, 21" over-all diagonal.) Shown: Model 21S456.



17" PORTABLE (over-all diagonal, 154 square inches of viewable picture area) has "Pop-up" built-in antenna, new improved tuner for better reception, 23% smaller cabinets with 110° "Mirrorbeam" Picture Tube. Tawny Beige and Silver Beige. Shown: Model 17S305.



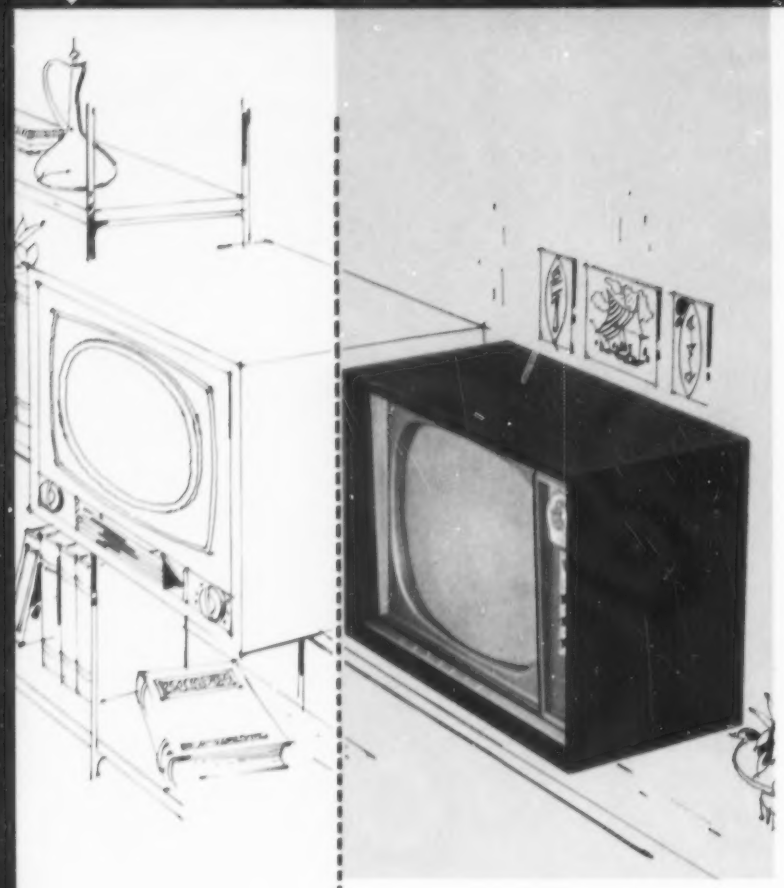
BIG-SCREEN Hotpoint Portable TV in Smoky Grey and Silver Grey. Pop-up antenna, Shaded Safety Window for better contrast, only 28 lbs. (154 square inches of viewable picture area, 17" over-all diagonal.) Shown: Model 17S306.



NEW LIGHTWEIGHT Hotpoint Portable 14" (over-all diagonal, 108 square inches of viewable picture area) isn't as deep as it is wide, thanks to new 110° "Mirrorbeam" picture tube. Spring Green and Misty Green. Shown: Model 14S207.



14" PORTABLE (over-all diagonal, 108 square inches of viewable picture area) weighs only 24 lbs., comes in compact new cabinet with built-in "Pop-up" antenna, improved tuner for exceptional fringe-area performance. Autumn Red and Desert Sand. Shown: Model 14S206.



THE NEW SLEEK, SLENDER PROFILE

Hotpoint Hi-Vi TV

FOR '58

Full line with 110° Picture Tube!

Your customers have dreamed of the day TV sets no longer filled the room with their bulk and ungainliness. That day is here. The new Hotpoint Hi-Vi TV sets are even more dramatically different than pictures can reveal. With beautiful styling, *exclusively Hotpoint's.* But that's not the whole story, at all. There are table models with front speakers. Consoles with three speakers. An amazing new "Miracle Memory" Fine Tuning that brings in the channels already fine-tuned! Remote Control is standard equipment on "Miracle Memory" consoles! Breath-taking new lowboys. A new super-sensitive "Powertronic" chassis that definitely outperforms competition, especially in fringe areas. And again—because you liked it so well last year—Hotpoint gives you a short line for faster turnover with less inventory and "no dollars in dogs!" This year is Hotpoint's—and yours—with the hottest TV line ever announced, bar none!

NOW, FILL YOUR EYES WITH THIS GREAT NEW LINE—HOTPOINT Hi-Vi for '58 with the new sleek Slender Profile that makes last year's TV old-fashioned (and plenty of this year's!) Call your distributor today!



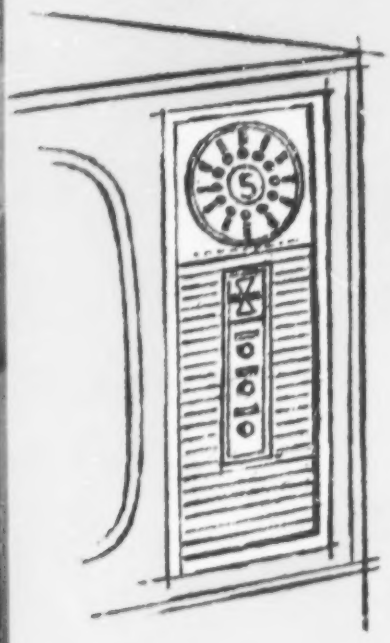
PRESENTING

Hotpoint Hi-Vi TV FOR '58

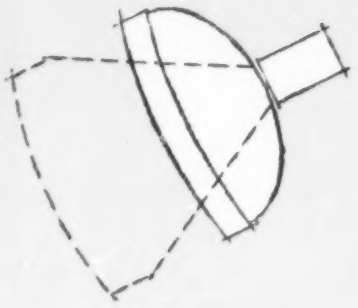
THE NEW SLEEK SLENDER PROFILE!

New '58 Hotpoint

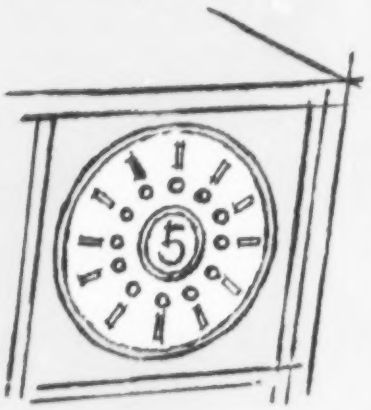
LOOK AT THESE FEATURES! Really important new ideas that make last year's TV old-fashioned!



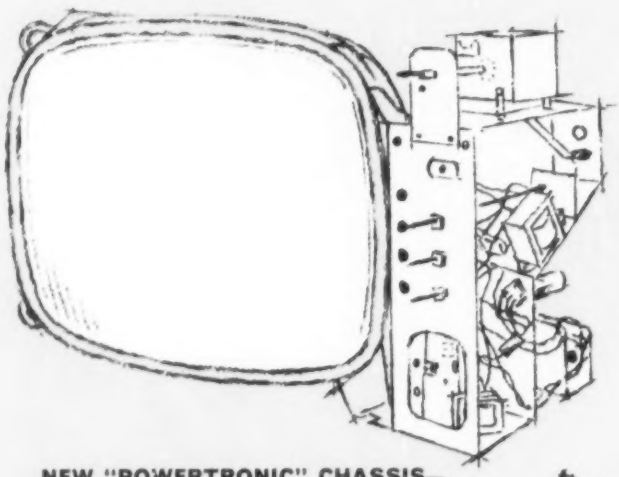
NEW 110° "MIRRORBEAM" PICTURE TUBE makes new Slender Profile possible because it's inches shorter, trims up to 7½" from depth of the set itself!



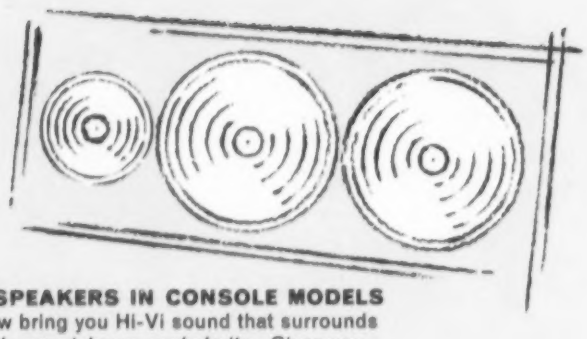
NEW FRONT Hi-Vi SPEAKERS FOR TABLE MODELS—put the sound where the picture is, allows furniture placement flush to the side without muffling sound. Famous dyna-power speaker has moisture-proof aluminum voice coil.



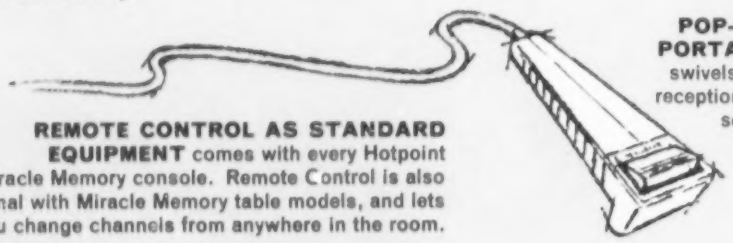
AMAZING NEW "MIRACLE MEMORY" FINE TUNING and touch button power tuning actually "remembers" the fine-tuning adjustment for each channel you use. Set the individual Miracle Memory channel buttons just once, then merely push the button for the channel you want, and get it perfectly fine-tuned every time!



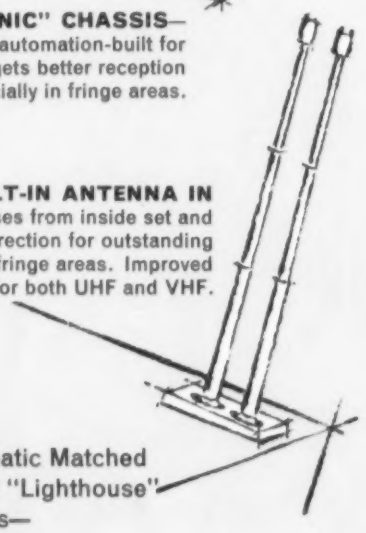
NEW "POWERTRONIC" CHASSIS— Super sensitive . . . automation-built for fewer service calls . . . gets better reception everywhere, especially in fringe areas.



3 SPEAKERS IN CONSOLE MODELS now bring you Hi-Vi sound that surrounds with new richness and clarity. Gives you greater range with truer fidelity.



REMOTE CONTROL AS STANDARD EQUIPMENT comes with every Hotpoint Miracle Memory console. Remote Control is also optional with Miracle Memory table models, and lets you change channels from anywhere in the room.



POP-UP BUILT-IN ANTENNA IN PORTABLES rises from inside set and swivels in any direction for outstanding reception even in fringe areas. Improved sensitivity for both UHF and VHF.

PLUS—interference-rejecting circuits; Automatic Focus; Automatic Matched Sight 'n' Sound; Automatic Gain Control; Stay-Set Volume Control; "Lighthouse" Channel Spotter; Automation-Built for fewer service calls— and many other brilliant new Hotpoint TV features!

Hotpoint Hi-Vi TV

Hotpoint Co. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

HOTPOINT TV IS REALLY HOT—AND GETTING HOTTER!

F-741-AD 6-57

PRINTED IN U.S.A.

DEVELOPMENT OF THE RANGE

CONTINUED

new electric range, he had an opportunity that generally comes to an engineer only once in a lifetime. Starting from scratch he was able to try out a variety of ideas free from past limitations. Some 7,550 women were queried as to what they wanted in an ideal range and what they objected to in present ranges. Hundreds of dealers, too, were interviewed for their opinions.

McCormick found that there was a big majority in favor of cooking units grouped at one side of the range instead of being divided. The women wanted a range to fit snugly against the wall. They wanted switches in front, instead of at the rear. They wanted lots of room in the oven.

The 30-inch oven was perhaps McCormick's most striking contribution to the business. A feature of this oven was the method of heat distribution built around a new type baffle which insured extremely uniform performance in all parts of the oven.

The turn of events in refrigerator manufacturing gave the new range another break. Frigidaire was producing one-piece, all-steel refrigerator cabinets, produced by huge presses and porcelain enameled after assembly. This ended the nuisance of loose and chipped panels, was more sanitary and stopped rusting. This new technique was applied to the new range.

Another feature that came in at this time was an automatic combination thermostat switch for controlling the oven. The thermostat provided for pre-heating, baking and broiling operations and was a definite step in simplifying the use of the range.

In his reminiscing, Mr. McCormick declares that the tests made by the National Electric Light Association, made during 1925, in Spokane and Boise, were very important.

Up to this time, many utilities were skeptical of the value of the range electrical loads. They questioned whether increasing the number of ranges on their lines would call for extensive investment in new lines and plants, much more than might be justified by the extra revenue produced. Without utility acceptance, the electric range future would have been handicapped and since the actual load characteristics were somewhat of a mystery to everyone, N.E.L.A. decided to sponsor some really comprehensive studies that might reveal reliable facts.

These studies involved groups of from 1,000 to 5,000 electric ranges and water heaters in actual operation, and the findings caused both utilities and manufacturers to breathe a deep sigh of relief. The station demand of a range, it was found, did not exceed 700 watts. In other words, even at the time of peak demand, a large group of ranges does not superimpose a load of more than 600 watts per range on the generating station. Thus, it was evident to all that electric ranges were not only practicable from the utility standpoint, but were very desirable revenue producers.

Electrochef's Radical Approach

When the Electrochef range burst on the world, it came in with ultra modern design—far ahead of its time, 1930.

It utilized four methods of heat transfer—radiant, conduction, convection, reflection. Cooking speed heretofore unknown was produced.

The oven employed dead air space insulation instead of mass insulation, it being built in three shells. In addition, the oven lining was brightly chromed, plated to make use of reflection heat. The result was the fastest heating electric oven that had ever been produced up to then.

All of this was embodied in an ultra modern overall design. The range had two curved legs and it was completely in porcelain enamel.

Behind Electrochef was Alex Dow, president of the Detroit Edison Co., a salty, down to earth Scotchman. His feeling was that manufacturers didn't have their finger on the pulse of the market.

Electrochef was produced by Electromaster, Inc., of Detroit, Mich. R. B. Marshall and Gerald Hulett were the fathers of the new device.

The Load Balancing Switch

There was a time when the Amos & Andy program led almost everything in radio for interest. When the program was shifted to come on at 6 p.m., it broke squarely when most families were busy getting dinner. This brought about the trouble. The old man would come home, and while sitting in the living room waiting for his dinner, would switch on the Amos & Andy program. Out in the kitchen his wife worked on the electric range. Right away, the sound from the radio almost vanished.

Result was a series of complaints that brought trouble-shooters on the run. Out of it all came the load balancing switch which made not only the public but also the utilities grateful.

The idea was to pull in electricity from a third wire, with the result that there would be no voltage fluctuation on the 115 volt line, which was bringing in Amos & Andy's conversation. Three wire systems, which put 220 volts on the place and used it as needed, solved an awkward situation.

The Switch Problem

It seemed switches had been a weak spot with the early electric range. Here was a household device carrying a lot more electricity than anything else seen about the home, and it was turned off and on more frequently.

The early switches appearing in American homes were of the knife type. It was no time at all before it became apparent that these were dangerous.

The rotary switch, which revolved only in one direction, was the first to be used on an electric range.

The problem of engineers working on switches has been (1) to build long wear life into them; (2) create switches which would balance load, and (3) perfect switches which would not be destroyed by arcing.

When you break a flow of current, there is always an arc as the flow is pulled apart. These arcs set up by the switches are just as hot as anything that welders use. Electric ranges had the hottest switches in the home.

Indeed it has been said that had it not been for alternating current, the electric range might never have been developed at all. Direct current has a peculiarly persistent arc, and it has been difficult to lick it successfully.

A rotary switch is considered best, because of rapid action. The idea was to break the current as quickly as possible in order to make as small an arc as possible.

As early as 1927 engineers noticed that alternating current had to go through zero sixty times a second. At this point—zero—the current broke itself. All that was necessary was a slow make-and-break switch which could take advantage of this phenomenon.

One of the early ranges employing this slow make-and-break switch was the Crawford, made in Philadelphia. Little ball bearings were employed to get the effect, and sometimes they fell out on the floor, much to the discomfiture of the salesman.

The first of the slow make-and-break switches was a build-up type, with a shaft and a cam. This was followed by a flat type controller which not only was smaller in overall size but lent itself to any kind of circuit.

About 1926 came the demand for a reversible switch, and a year or so later the three-wire, loading and balancing switch was needed, too.

Today's switches last through more twists than the average family can put onto them during the lifetime of an electric range.

The Thermostat

Thermostats started out as scientific curiosities. As long ago as 1775, it was noticed that two strips or bars of metal which had widely different rates of thermal expansion, changed shape under temperature changes. Such a device was used to open and shut doors. Andrew Ure, a Scotchman, took out a patent in the year 1831 and gave the jigger its name, "Thermostat."

Early thermostats were riveted together and, since this riveting was uneven, no two gave the same results. It was when they started brazing, welding or soldering the two metals together that the quality improved.

While early electric ranges had mercury thermometers on their oven doors, these were not used to regulate the device.

In 1919 the trick was turned to make a thermostat control the oven heat. A small piece of bimetal was hitched to a wave spring. This in turn operated a magnetic relay switch which turned the current on and off as needed. Then came bellows types of thermostats which are most generally employed. In them the heat expands a sort of "peanut oil" which goes down a tube and operates the heat control. The advantage of bellows thermometers does not lie so much in their sensitivity—they are said to be no more accurate or sensitive than bimetal—but in the fact that they can be placed directly in the heat zone which is desired to be measured and controlled and thus give the best results. The relay switch which is operated and assisted by the bellows may be located in a cooler place than the old range switches. *End*

The Newest, Hottest, Most Complete Line of Oil and Gas Heaters in the Industry

it's Quaker

SAVES 50% on FLOOR SPACE

"Fits Against the Wall"

Quaker

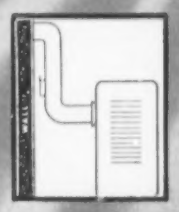
NEW FLUSH-TO-WALL "Space Saver" OIL HEATER

With "SAF-T-COOL" Cabinet

- Powerful Floor Level Blower...*Warmer Floors Automatically!*
- Exclusive Radiant "Heat Flo" Front. Three times more natural warm air circulation!
- 3-Way Money Back Guarantee! Saves 50% on floor space. Heats home on ⅓ to ½ less fuel than ordinary oil heater.
- Gives more comfort in every room than any ordinary oil heater
- Approved for safety by Underwriters' Laboratories



Model 6410T. Maximum capacity: 65,000 BTU per hour. Height: 42" Width: 36" Depth: 20"



Do Your Customers' Oil Heaters Look Like This?



See What a Difference A Quaker "Space Saver" Makes!

Quaker MANUFACTURING COMPANY

HEATER DIVISION OF FLORENCE STOVE CO.

1147A Merchandise Mart, Chicago 54, Illinois

Quaker HAS THE MOST COMPLETE OIL HEATER LINE IN THE INDUSTRY



Model 4308 35,000 BTU | Model 4008 42,500 BTU | Model 4010 50,000 BTU | Model 5110 55,000 BTU | Model 5113 65,000 BTU | Model 6108 45,000 BTU | Model 6110 60,000 BTU | Model 4410T 60,500 BTU | Model 6410T 65,000 BTU

for VOLUME SALES AND BIGGER PROFITS in '57!

Quaker

Does it again –

A NEW WALL GAS HEATER AT A NEW LOW PRICE!

Quaker obsoletes all free-standing gas heaters with a completely NEW 28" "Cool Cabinet" Wall Gas Heater! Now you can offer customers TWO vented and TWO unvented Wall Gas Heaters that are years ahead in design features — at an unbelievable low price! Quaker's FOUR Wall Gas Heaters — backed by proven promotions — sell on sight!

NO OTHER WALL GAS HEATERS HAVE THESE EXCLUSIVE FEATURES:

- Hangs Like a Picture
- Extra Cool Super-Safe Cabinet
- Super Efficient "Deep Port" Burner
- Porcelain Heating Chamber
- Super Circulation

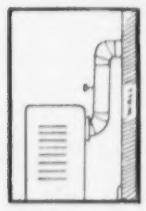


Model SWC-250 Unvented Wall Gas Heater. Capacity: 25,000 BTU Input. Height: 28". Also available Model WC-250. Capacity: 25,000 BTU Input. Height: 48".

They Hang on the Wall Like a Picture



Model WCVA-408 Vented Wall Gas Heater. Capacity: 40,000 BTU Input. Height: 60". Also available Model WCVA-258. Capacity: 25,000 BTU Input. Height: 60".



Waste floor space



Hangs on the wall

More Profit-Building *Quick-Sell* *Quaker* Gas Heaters



Radiant Vented Automatic Gas "Fireplace" Circulators

The "RVM" Series of vented "Fireplace" Circulators — today's most efficient radiant gas heater for maximum heating efficiency. Exclusive Quaker 2-Way, 20-Year Guarantee.

Model RVM-500 – 50,000 BTU Input. Also available in 35,000, 65,000, 80,000 BTU Input.



"Blue Flame" Vented Automatic Gas Super-Circulators

The "BVS" Series of vented Super-Circulators — the only non-radiant gas heater that permits you to see the flame . . . a Quaker exclusive. Outstanding for efficiency, features, value and styling.

Model BVS-650 – 65,000 BTU Input. Also 35,000, 50,000, 80,000 BTU Input.



"Cool Cabinet" DeLuxe Unvented Gas Radiant Circulators

The "CWR" Series features Quaker's exclusive "Air Stream" design. Assures "cool-to-the-touch" cabinet at all times. Unique engineered construction distributes heat evenly, efficiently.

Model CWR-300 – 30,000 BTU Input. Also 12,000, 20,000, 40,000 BTU Input.

QUAKER HAS MORE TO OFFER DEALERS!

1. The most complete oil and gas heater line in America.
2. Competitive, profitable price structure.
3. Hard-hitting local promotions keyed to your store.

FIND OUT *QUICK* SEND COUPON *NOW!*

Quaker Manufacturing Company
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Send me the BIG PROFIT story on Quaker heaters. I am interested in oil ☐ and/or gas ☐ heaters.

Company_____

Your name_____

Address_____

City_____ Zone_____ State_____

THE HOME LAUNDRY

CONTINUED

ance which is subjected to a great deal of dampness, heat and alkali and keeping it rustproof has been one of the washer manufacturer's most difficult jobs.

Originally washers were painted —and the paint peeled off. By 1930 they were finished in lacquer —which chipped.

Up to 1937 few paint manufacturers paid any attention to the washer's troubles.

Maytag told some 28 paint companies that the washing machine needed:

1. A finish that would not be sticky when hot.
2. One which would stand alkali.
3. Would bear up under humidity.
4. Stand abrasion.
5. That had a good permanent gloss.
6. That had a good adhesion to metal.
7. One which would stand up under weathering test.

Some 50 samples were tried, none were good. A second group of four companies were called in and tried again. Eight more samples resulted and none was good, falling down particularly on the alkali and abrasion test. One paint company stood out and finally furnished formulas from which present day paints were evolved.

One of the reasons they work so well is that today it is known how to clean metal for finishing. Next, they learned how to spray finishes properly.

The Development of Color

In today's multi-hued laundry and kitchen, colors are common. They were common back in the early days of the washing machine.

It was the introduction of white that was the revolutionary thing.

Clarence G. Frantz, president of the Apex Electrical Company, had the idea for a white washing machine.

"It won't sell," all of his sales experts told him. Mr. Frantz thought it was pretty. He took the model home for his own laundry. Neighbor women came in and asked, "Where did you get that beautiful machine, Mr. Frantz?"

Clarence Frantz was impressed and backed the women's judgment. The result was a general acceptance of the all-white washer.

Enter the Automatic Washer

On two counts the entire washer industry missed the boat: (1) realization that a machine could do the entire washing without manual attention and (2) appreciation of the magic appeal of the word "automatic."

The inventor of the automatic washer was John W. Chamberlain.

With his partner he developed a model whose basis of operation was wrapped around controls. After so many minutes for each operation, the control would set off a solenoid switch which started the next phase of washing.

The machine had no agitator but flushed water through the clothes as a means of cleansing. At a signal from the solenoid, it would pump out the water from the tub, and then, after a rinsing bath had been poured over the clothes, the whole tub would spin.

With the early crude, handmade model in 1932 and 1933, Chamberlain and his inventor partner, Rex Bassett, toured the country, attempting to sell their invention on a royalty basis to washer manufacturers.

Finally, word reached an interested listener, Otto Lang, an executive of Hydraulic Brake Co., Detroit, which was a subsidiary of Bendix Aviation Corp. Because Vincent Bendix had made his money from inventions, he was an interested listener, and put up the money for the development of this product.

Beginning in February, 1935, researching, an engineering essential to the development of the world's first automatic home laundry, was conducted by Wallace S. Oliver, chief engineer, Hydraulic Brake Co. He was assisted by the inventor and two hydraulic engineers, Walter Kleinschmidt and Walter Benn.

The experimental work was carried on in Detroit until the fall of 1936, when it was moved to Bendix Products Division of Bendix Aviation Corp. at South Bend, Ind. To market the new product, the directors chose Judson S. Sayre, who came to the company from the Radio Corporation of America.

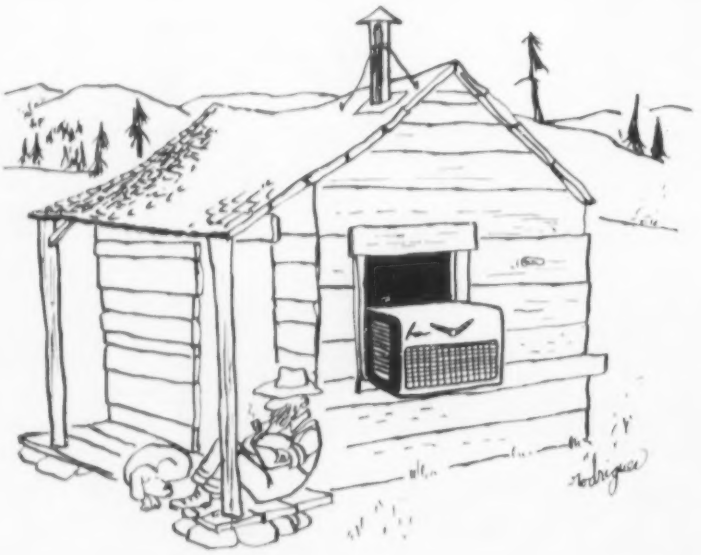
Following a distributor meeting in 1937, the No. 1 Bendix automatic home laundry was shipped to the United Electric Service Co., Monroe, La. It was placed on display at the county fair in Monroe, with pictures and newspaper comments being carried in virtually all newspapers and trade journals throughout the United States.

From September, 1937, to May 2, 1942, when the manufacturer turned to the making of war implements, 335,000 Bendix automatic laundries were sold to the public.

Because the Bendix home laundry was the first automatic washer, it may be of historical importance to set down a description of what the machine did when it was placed on the market.

It handled nine pounds at one time, automatically soaked, washed the clothes, gave them three fresh water rinses, after the last rinse spun the clothes half dry. The operator handled the clothes twice —once when putting them in the machine, once when removing for hanging. There were two controls in front of the machine—one of which selected the proper water temperature for soaking, washing and rinsing, according to the type of fabric, and the other setting the time for soaking and washing.

Today virtually every manufacturer has an automatic washer. Executives of Sears, Roebuck have declared that the appearance of the automatic washer was a revolution in the laundry business, and the factor that put the washer again in the high money brackets.



THE CLOTHES DRYER

CONTINUED

marketed. Several hundred went into a multiple housing unit in Washington, D. C. and served as a field laboratory for the company's research team. The Hamilton Company decided to enter the appliance business on a full-scale basis in 1944. The May issue of ELECTRICAL MERCHANDISING carried the first advertisement on clothes dryers.

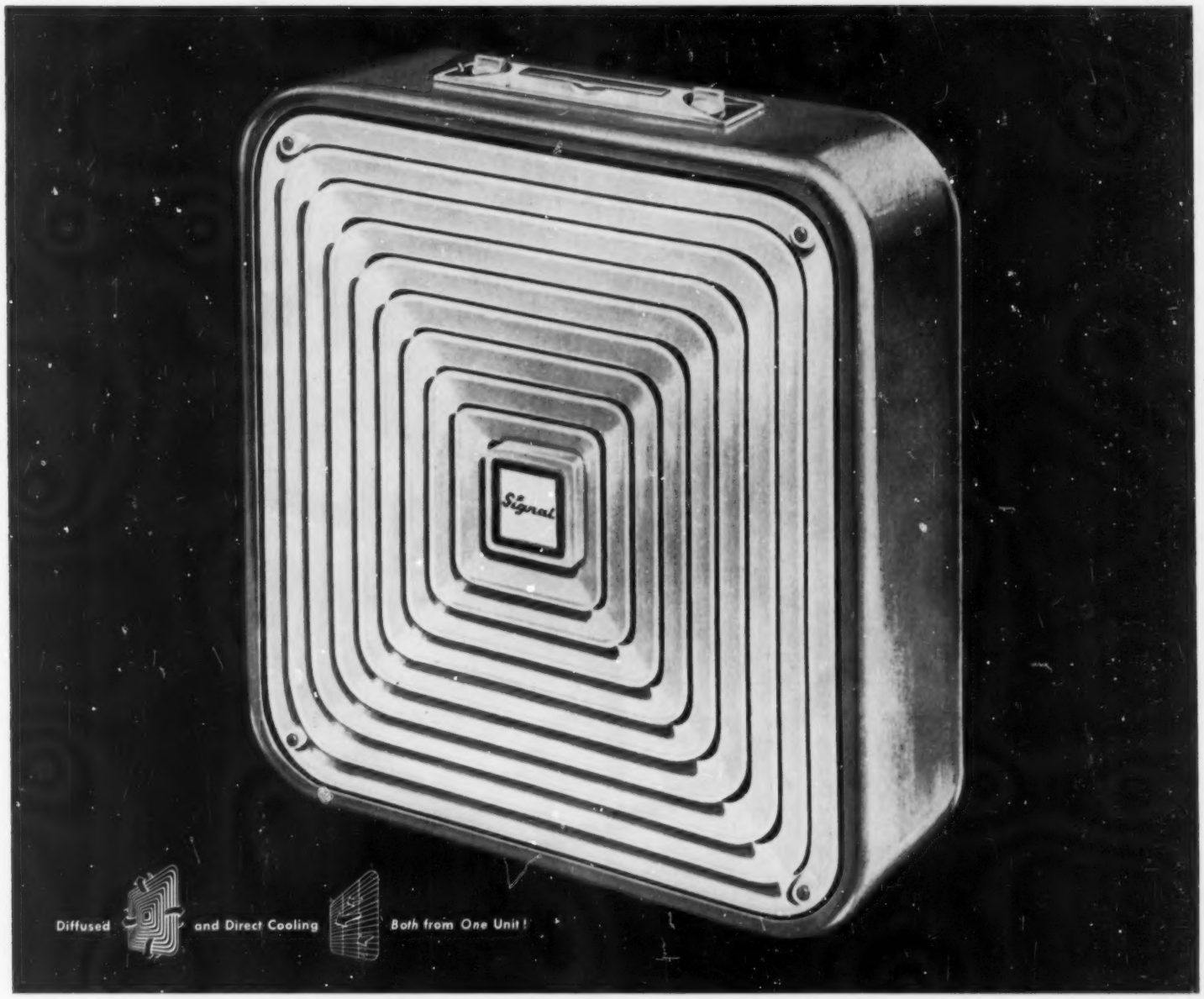
It is interesting to note that Ross Moore spent some time at Lovell Mfg. Co., Erie, Penna., but was working on wooden toys, and not the dryer. Lovell, along with Hamilton, helped to launch the dryer business, but did not use the Moore patents.

While Ross Moore produced one dryer that disposed of moisture, he encountered no demand for venting in the early days. One early model had a moisture disposer, through which water was run to condense the moisture in the air. He believes that in dry, highly heated northern homes, moisture in the air is welcome.

Early Experiment

Naturally, he has made many experiments in building dryers. In 1928 he built one that used a vacuum to get moisture out. The idea came to him in the mountains while boiling water. This dryer was too complicated and too suspectible to leaks. He built an electric dryer in 1934 and a gas model in 1936.

Mr. Moore is an inventor who clicked late in life. He has turned out numerous other inventions, including grain elevator equipment, and has worked out a combination dryer and washer which is not yet on the market. *End*



Only Signal gives you all these selling features!

Original Breeze-Diffuser Grille—first 1-piece molded plastic grille on any fan! Gives high-fashion styling *and* no-draft, *natural* cooling! Turn this same fan around and get powerful direct air-flow from the bright, polished finger-guard grille. Two kinds of cooling from one fan!

The Industry's Greatest Five Year Guarantee Founded on Signal's long experience, the rugged design and reliability of the famous Signal-built Stout-Heart Motor. This guarantee means just what it says—builds satisfied customers for you!

Electrically-Reversible Just a flick of the switch changes direction of air-flow from "in" to "out" or vice versa. One fan for intake *or* exhaust cooling. Switch to "out" and blow out hot, stuffy air—or to "in" and draw in cooling nighttime breezes!

Manually Reversible and Portable Hideaway carrying handle makes it easily portable—goes wherever cool comfort is needed. Also for turning fan around in the window for either no-draft, natural cooling from one side or powerful, direct air-flow from the other.

Automatic Thermostatic Control Just select the cool temperature you want and forget it. For the rest of the summer it's automatic! Fan turns on automatically when temperatures go up—turns off when it cools again. Signal's Magic Thermostatic Brain works even while you sleep—avoids chills from sudden nighttime temperature drops!

Handy, Simplified, In-Sight Controls Attractive and obviously simple. Scientifically placed to avoid interference with air-flow yet always handy—even when fan is turned around. Every Signal Fan is UL Approved, gives no radio or TV interference.

World's Pioneer Manufacturer of Electrically-Reversible Window Fans Over 66 years of leadership in design, experience that lets you sell Signal Fans with confidence!

Signal KS **SIGNAL ELECTRIC DIVISION** • KING-SEELEY CORPORATION
Menominee, Michigan

There's No Buy Like It In The Country...



Philco knows the selling power of life-like color reproduction and the advantages of repeat reader exposure found in magazine advertising.

FARM JOURNAL is one of the nation's truly great magazines —the biggest in the country.

That is why the big 1957 Philco campaign appears in FARM JOURNAL in addition to other great magazines such as the national weeklies, the women's magazines and home magazines.

Big things are happening in Philco and big things are happening in the country. Month after month, Philco dealers the nation over will be getting coverage down the rural routes with the density of a local newspaper through the magazine country families love best . . . FARM JOURNAL.

FARM JOURNAL

One of the nation's truly great magazines
More than 3,500,000 subscribing families

Graham Patterson, *Publisher* Richard J. Babcock, *President*

and so many Philco Dealers thrive on country trade

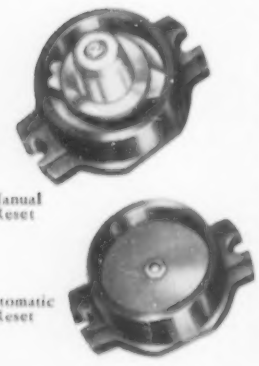




Klixon Protectors help keep motor troubles small—says motor shop owner

Troy, New York: Mr. Frank LaBelle, who operates LaBelle Electric Motor Service, knows the value of Klixon Motor Protectors. He sums up his feelings about Klixon Protectors in one sentence:

"Klixon Protectors catch small motor troubles before they become major repairs."



The KLIXON Protector is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET, "THE STORY OF THE SPENCER DISC."

METALS & CONTROLS CORPORATION
Spencer Thermostat Division 2707 Forest Street, Attleboro, Mass.
KLIXON

THE DISHWASHER

CONTINUED

tion, who brought out an improved dishwasher during the same year.

During this same span another pioneer in the developmental stages of the dishwasher, the Walker Brothers Co., was sold to General Electric, and dishwasher manufacture was assigned to Hotpoint.

Still another event was to take place in 1932 which was destined to accelerate the day of the dishwasher. This was the introduction of the industrial chemical, Calgon, which at once attracted the attention of the dishwasher industry. Dr. R. E. Hall, the inventor of the new water softener, was approached immediately by an industry group and persuaded to undertake a solution to the problem of sticky film which formed on glasses and dishes in hard water areas. Two years study of the problem ended in 1934 when a new type of detergent, Calgonite, was introduced. This low foaming detergent was for some years thereafter to be the standard product recommended by manufacturers for use in dishwashers.

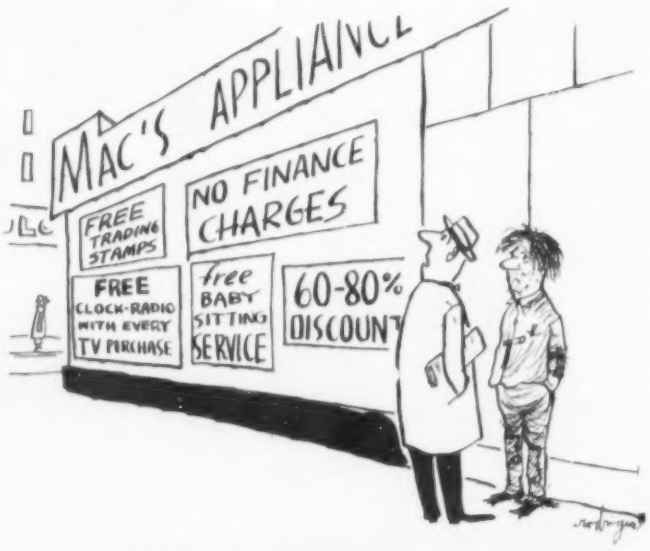
The detergent breakthrough was to become one of the more decisive factors in dishwasher merchandising.

The Sales Breakthrough

With an improved product, detergents which really worked, and a consumer hungry for appliances following the scarcities of World War II, the stage was finally set for volume sales of dishwashers. Probably no more than 150,000 had sold in all the long years of its development, and the industry settled back for what they hoped would be a flurry of sales.

Introducing new models during this period were many of the older names in the industry, and new companies were appearing on the scene. ELECTRICAL MERCHANDISING's directory of appliance manufacturers for the year 1946 shows eight companies producing a unit, a list which by mid-1956 stood at 13. In 1947, first of the post-war volume years, industry sales stood at 120,000 units with a total retail value of $30,000,000, and an average price of $250. Thereafter annual retail sales were never to fall below 160,000 units, and in some years when the sales climate was more appropriate, were even higher. One hundred years after Houghton's first crude model was developed (1950) sales had reached 230,000 units; in 1951 the total reached 260,000, and by 1955 had advanced to 295,000 machines at retail. Sales during 1956 climaxed the long pull to consumer acceptance with a total of 400,000 units, valued at $116,000,000 and bearing an average price tag of $290.

The dishwasher in its postwar sales spurt has achieved a saturation point of 4.6 percent (2,201,000) in the 47,415,000 wired homes of the United States. With the continuing growth in consumer interest in this product it is probable that this saturation will grow steadily and rapidly in the period ahead. *End*



"FRANKLY, JOE, I DON'T KNOW HOW YOU DO IT."

PORTABLE TYPEWRITER BUSINESS OFFERS NEW PROFIT OPPORTUNITIES TO APPLIANCE DEALERS!

Royal Portable dealers cash in on biggest all-time sales record!



Great, new Joan Caulfield TV show "SALLY" to pave way for even greater Royal portable sales!

ROYAL® *portable*

a product of Royal McBee Corporation,
world's largest manufacturer of typewriters

It's a big, BIG business . . . and growing bigger every day. And the big swing is to *Royal, the world's number 1 portable!*

Just look at what's happening! In the *first nine months* of our fiscal year . . . August 1956 to April 1957...more Royal Portable Typewriters were sold than in the entire twelve months of the preceding year . . . August 1955 to August 1956!

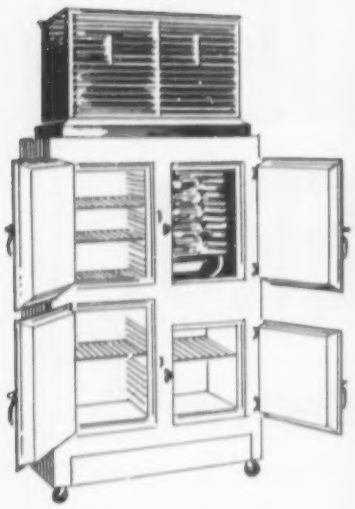
And that's only the beginning . . . because Royal is keeping the ball rolling with the finest advertising, merchandising and promotion plans in the appliance business . . . including an exciting new TV show "SALLY" starting September 22nd on NBC-TV coast-to-coast network . . . not to mention Royal's great Easy Payment Plan.

If you're not already in the portable typewriter business, you're missing out on a handsome share of sales and profits.

Call the nearest Royal Branch and ask for the Royal Portable representative or write to Royal McBee Corp. Appliance Division, Westchester Ave., Port Chester, N. Y. and let him show you how you can go to town with Royal, the most *preferred* portable money can buy. It's a good deal for you!

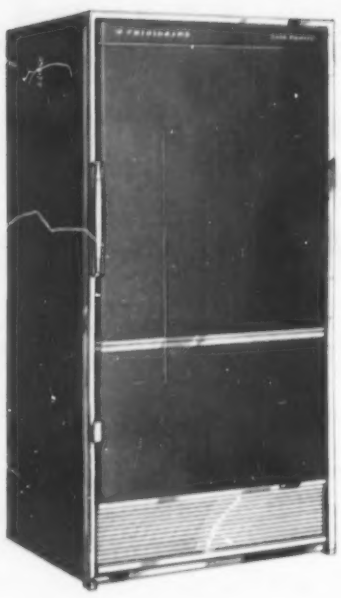
What's the

behind the many famous



1913 DOMELRE

"Granddaddy" of the present-day Frigidaire Refrigerator. An air conditioned unit, it was mounted on the customer's icebox!



1957 FRIGIDAIRE

Imperial Cold-Pantry—14 cu. ft. Food Freezer-Refrigerator—finest showpiece in the all-new Sheer Look line.

We've always felt there's not much point in listing the achievements of the past unless they tell something important about the future.

And that's why we have listed some of the many "Frigidaire Firsts" below.

They not only show you the kind of news you can expect from Frigidaire in the years ahead, they reveal a basic concept that has been—*and always will be*—the backbone of Frigidaire policy:

FRIGIDAIRE

Famous "Firsts" from Frigidaire

1913—First commercially successful household unit, the Domelre, offered for sale. In 1918 became known as Frigidaire.

1921—First one-piece metal compartment liner.

1926—First steel refrigerator cabinet.

1927—First porcelain-on-steel cabinet exterior.

1929—First home food freezer. First Cold Control. First automatic reset defrosting system.

1930—First high-humidity drawer for fruits and vegetables.

1931—First safe, odorless, non-toxic refrigerant—FREON.

1933—First sealed Meter-Miser Compressor. First Ice Cube tray release.

secret

"FRIGIDAIRE FIRSTS"?

Don't hold back when you've got something good. If it's right—and you know it's right—go all the way with it.

This is the policy that stands behind the Sheer Look and its revolutionary impact on the market.

This is the policy that gave you Color at the Price of White.

This is the policy that produced Charcoal Gray, still a Frigidaire exclusive and most popular color of all.

This is the policy that—since 1918—has made Frigidaire the best-known name in household refrigeration.

This is the policy that makes Frigidaire Appliances exciting to see, wonderfully convenient to use, *a pleasure to sell.*

This is the policy that gives you the brightest future in the business, for now—as never before—

is on the march

GM GENERAL MOTORS

Frigidaire—Built and Backed by General Motors

1937—First all-metal Quickube ice tray.

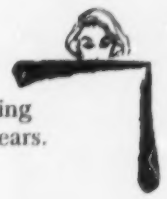
1939—First Cold Wall Refrigerator.

1952—Revolutionary Cycla-Matic refrigeration system.

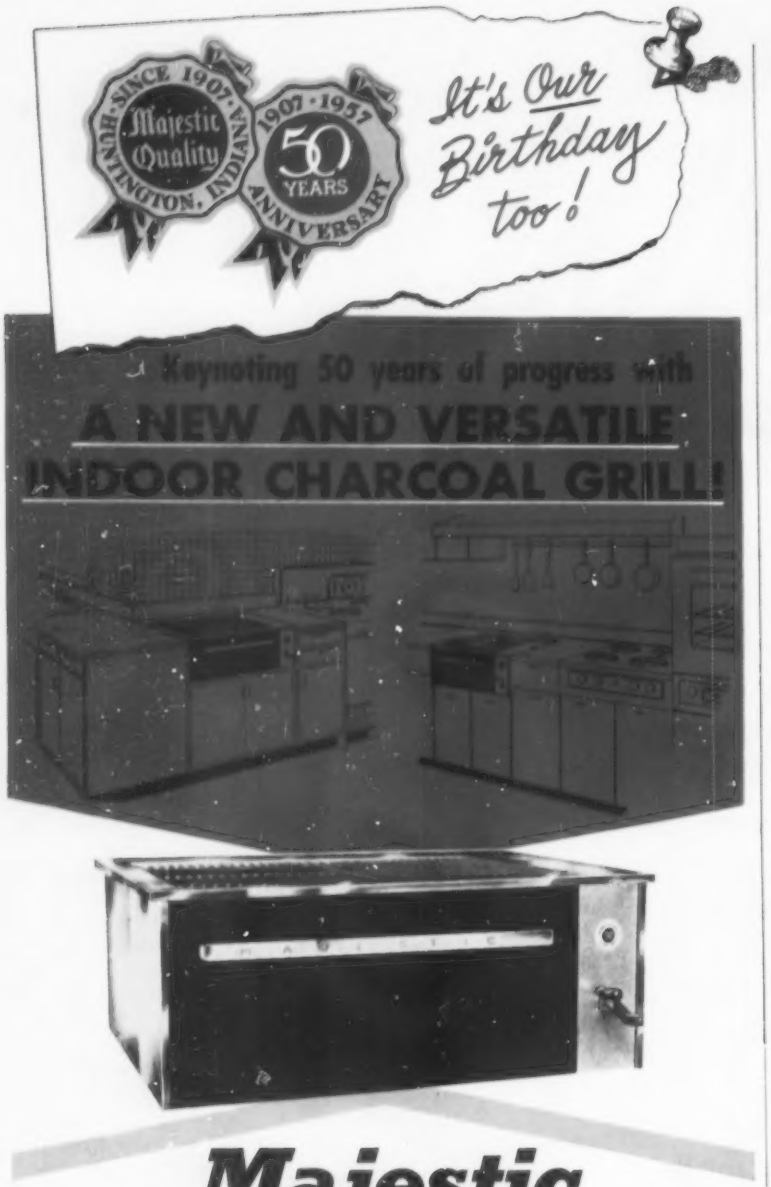
1955—First "Picture Window" Hydrator on the door.

1955—First Ice-Ejector—built-in manual cube release and cube storage.

1956—Plan-A-Door optional door storage arrangement to meet family needs.



1956—The Sheer Look, most sweeping design change in a score of years.



Majestic CHAR-GRILL

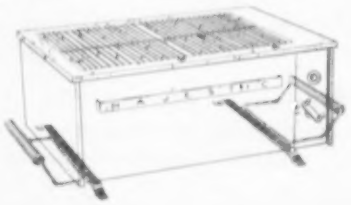
Installs in wood cabinets for kitchen counter-top use!

- A new profit-source for kitchen specialists
- Answers a modern fast-growing demand
- A companion item to your built-in ranges
- Can be installed in wood, metal, or masonry

Now, at last, a really deluxe quality barbecue grill, specifically designed to answer every need for modern kitchen installations. Stainless steel top, velvet-black and gold metal front, accented with chrome. A real beauty for any setting! Installs like a built-in range. Attractive front handle elevates or lowers firebox.

PORTABLE, TOO!

Attachable legs and handles, as an accessory item, make the Majestic Char-Grill a portable unit when desired. Gives your sales story a double punch through twice the utility!



From the Nation's LEADING MAKER OF PERMANENT BARBECUE UNITS

Write today for details and specifications

The Majestic Co., Inc.
473-C Erie St. Huntington, Ind.

IT'S AN EASIER, BETTER LIFE

CONTINUED

for school and club use have been helpful especially in providing up-to-date information about this rapidly changing industry. One company reports unusual success with film strips which are shown to more than half a million viewers a year. Another manufacturer who distributed 200,000 student leaflets in 1945 is now putting out just under a million a year. To set up criteria for evaluation of teaching aids, several conferences of educators and home economists in business have been sponsored by the Home Economics Education Branch of the Office of Education. Their suggestions revised in 1955 have been set forth in a leaflet "Business Sponsored Home Economics Teaching Aids", Misc. 3438. It is available from the Office of Education, U. S. Department of Health, Education and Welfare, Washington, D. C.

Research Plays a Role

Research has, of course, been the backbone of this kitchen revolution. That engineers and designers of the industry have played the leading role is not questioned but the possibility of the home economist working with them to interpret women's needs offers a promise of still more practical and interesting developments for the future.

University research has contributed fundamental information of two types. Some of it deals with living patterns and work methods which can be interpreted in terms of new designs for home equipment. Other studies have dealt directly with use of appliances in the home or laboratory which give sound backing to promotional ideas.

Now on the threshold of the next 50 years, much in the way of new and better living lies ahead. The present high living standards inspire consumers to want the best there is and hope for the impossible—which they'll probably get. The electronic range promises a kitchen revolution of its own and may even make more startling changes in cooking procedures than anything so far. The ever growing interest in "instant" foods indicates that consumers are more time-conscious than ever. But the electronic range requires only minutes for most foods and can make instant foods out of our present long-cooking ones.

Advanced design displays of what's to come, although not in production now, are whetting the appetites of the public for more rapid changes in the future. All these otherwise "impossible" things such as the ultra-sonic dishwasher, food preservation by atomic energy or radio-controlled vacuum cleaners take a little more time but it takes even longer to change people. *End*



"I TESTED ALL SIX TRANSISTORS, EDDIE, THREE ARE OKAY, ONE'S BURNT OUT, ONE TESTED LOW, AND ONE CRAWLED AWAY."

Going up!



McCall's Appliance Advertising Up 27% In First Half Of 1957

With 47.21 pages of appliance advertising in the first six months of 1957, McCall's registered a solid gain of 27% in appliance advertising linage over the same period of 1956.

At the same time, McCall's appliance advertising revenue rose to $933,000—an increase of $214,000 over the first half of 1956.

More and more appliance advertisers, in other words, are using McCall's to reach the woman whose chief interests are the best interests of her family. One additional reason for McCall's gains as an appliance medium is the McCall's Use-Tested Tag program, which helps the woman select appliances best suited to her needs. For the latest facts on this program, see the next two pages.

McCall's the magazine of Togetherness

Source: 1957 Jan.-April, P. I. B.; May-June, Publisher's Estimate; 1956: P. I. B.



Going up!

McCALL'S USE-TESTED



"CUSTOMER REACTION EXCELLENT"

J. & L. Appliance (Amana): "I'm sold on McCall's Use-Tested Tag program. Customer reaction has been excellent from the beginning. McCall's Use-Tested Tags add authority to manufacturers' performance claims." (Lewis Ezzo, President.)



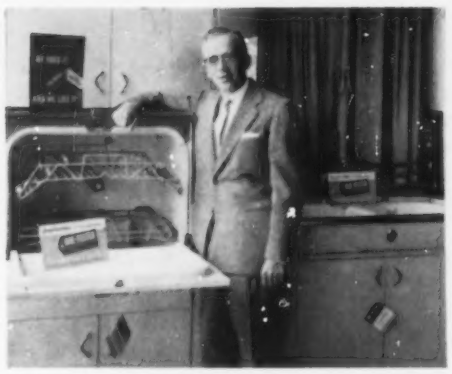
"McCALL'S INSPIRES CONFIDENCE"

William Taylor Son & Co.: "When I point out to customers that McCall's editors have actually used a Tappan range and like it, I'm able to give them a 'third-party' endorsement that means something. McCall's inspires confidence." (E. Y. Dykes, Buyer.)



MAY COMPANY STAGES BIG USE-TESTED PROMOTION

The May Co., one of Cleveland's leading department stores, got behind the McCall's Use-Tested Tag promotion with store displays, demonstrator units and newspaper advertising. At left, Lee Ann Simone, of Rocky River, Ohio, and Mrs. Betty Yelevich, of Cleveland, make their own test of a White Sewing Machine. At right, Ella Zeibarth demonstrates Universal Coffeematic Breakfast Twins. Center panel shows three advertisements May Co. ran in single issue of local paper on Use-Tested products as part of its intensive Use-Tested Tag promotion.



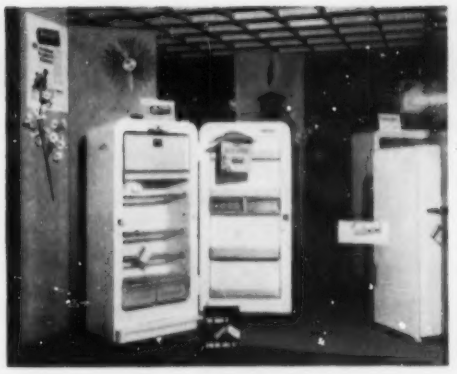
"GLAD MY PRODUCTS HAVE TAGS"

Lehan Distributing Co.: "I am delighted that the Youngstown Kitchen Products — Jet Tower Dishwasher and Food Waste Disposer — now carry McCall's Use-Tested Tags." (Larry Lehan, President.)



"GREAT HELP IN PRE-SELLING"

Main Line (RCA-Whirlpool distributor): "McCall's Use-Tested Tag offers very persuasive sales arguments for the customer waiting to be sold. I'm all for it. It's a great help in pre-selling." (J. D. Ripp, Adv. Mgr.)



"HAPPY TO SEE THE TAG!"

Bing Furniture Co. window displays features McCall's Use-Tested Tag. Says Manager Marlin H. Semmons: "I am happy to see the Kelvinator Foodarama bearing the McCall's Use-Tested Tag."

TAG BOOSTS SALES IN CLEVELAND

Retailers throughout the Cleveland area got first-hand selling evidence of the enthusiastic consumer reaction to McCall's Use-Tested Tags when they staged a week-long city-wide Use-Tested Tag promotion.

Sales increases were reported by individual retailers of all types of Use-Tested appliances—and dealers over and over again saw how the impartial product appraisals by the editors of McCall's helped their customers choose the right appliances for their needs. Ask McCall's to tell you how McCall's Use-Tested Tags can go to work for you.



the magazine of Togetherness ... **McCall's**



"TURNS SHOPPERS INTO BUYERS"

Norwood Appliance & Furniture (Hardwick): "Customers are always grateful for the unbiased information McCall's Use-Tested Tags give them about a product. I've seen the tags help turn many a shopper into a buyer." (John J. Susnik, Owner.)



"LIKE BRINGING A FRIEND ALONG"

Watkins Furniture (Roper): "McCall's Use-Tested Tag on a product is as helpful to a woman as bringing a friend along with her to help decide on a purchase. I've seen how effective it can be in making a sale." (S. Demsey, Buyer.)



"MAKES THE PRODUCT MOVE!"

Janda Furniture (Maytag): "A McCall's Use-Tested Tag on a product makes the product move. My customers—women and men, too—are impressed when I point out that McCall's editors have tried the item and like it." (Anna C. Hridel, Owner.)

THE ELECTRIC REFRIGERATOR

CONTINUED

noise. They have noticed the noise caused by the tiny flapper valve. They have found that the laminations of motors make the sound, that the air gaps in the rotor and stator are guilty. Possibly the starting noise of today's refrigerators is a third less than it was three or four years ago. The running noise is 50 percent less than it was during that period.

It was in 1933 that the Meter-Miser appeared on the Frigidaire. Back of its experience was the project that studied many things that the average man takes for granted. Men learned how many watts of power it took to run the belt, how many watts were needed to overcome the friction in the gas seals. As a result, the hermetically sealed compressor was evolved that did away with belts, avoided gas seals and permitted a tiny motor to do what a big motor formerly did. The result was an advertising idea—electricity saving—due it was said, to the Meter-Miser. Actually, it was the hermetically sealed motor that did the trick.

Enter Freon Gas

Dr. Tom J. Midgely was given the job of finding the right refrigeration gas for domestic refrigerators.

The compressor on today's Frigidaire is the result of a dream design which evolved before today's refrigerant was created. Engineers knew that if they had a refrigerant with certain characteristics they could make this kind of compressor.

Tom Midgeley was told what would be considered ideal in a gas. The only difficulty was that the gas did not exist and it was up to him to discover it.

When Dr. Midgley announced his gas, it was sprung on his fellow workers at a meeting. Charles W. Kettering, the famous General Motors engineer, placed a refrigerator in the room where the meeting was being held. He permitted it to discharge refrigerant into the atmosphere all the time the group was there. The men present merely thought a radiator was hissing.

No one got headaches, and no one realized what was coming, until Kettering at the end of the session dramatically sprung the gas on them, the result of a project which previously had been given up.

Insulation

An electric refrigerator is like a pitcher of ice water setting on a table. It attracts moisture. This moisture penetrates niches and crannies that are unbelievably small, and eventually the insulation of a refrigerator becomes water-logged. That is the weakness of the oldtime box.

"It must be remembered that the application of insulation is what counts," said F. L. Meacham, Frigidaire.

Frigidaires made prior to 1925 had wooden chests. They were usually made of maple, oak or other hard woods, and it took many coats of paint to finish them.

The advantages of the one piece steel cabinet body used today is that they permit a much more adequate provision against infiltration of moisture into the insulation.

With the creation of the one piece steel cabinet it became possible to introduce styling. Up to this time a box was made of six pieces of metal, one for each side, and little could be done in the way of decoration. When Frigidaires were stamped out the way was opened for many innovations in design.

One of the things that made such a remarkable improvement in porcelain enamel over old models was the improved opacity of porcelain. This permitted it to be applied more thinly. Men already knew that the thinner the coat the less chipping there would be, and opacity permitted the thin coat.

Cold Control

Cold controls—those little gadgets which permit you to set the temperature of a refrigerator at will—came right out of the laboratory. There was always a means of changing the temperature setting on a refrigerator from the earliest days. However, they were tucked away in inaccessible places and only the engineer could recognize them. In the various testing rooms settings must be changed frequently, and Frigidaire engineers discovered this was a nuisance and the cold controls should be in accessible spots.

In 1930 the hydrator was introduced by Frigidaire. A covered vegetable pan that preserved moisture in produce became popular as a means of keeping vegetables.

However, the family wanted to keep a lot of food from drying out. A large hydrator was the logical thing, with shelves in it.

But the difficulty lay, Frigidaire engineers said, in providing the proper temperature for this inside box. A large hydrator automatically blocked off the circulation of cold air through the box from the evaporator.

The problem could have been solved by building a pair of refrigerating units, one for the box, one for the hydrator. But what Kettering said was remembered: "Any fool can make a thing that is complicated, but it takes a smart man to make it simple."

The cold wall principle actually operates like an ice pack applied to a gentleman's head on the morning after. Coldness is transferred by contact. The coils that surround the hydrator run up into the evaporator, absorb the chill by contact and come down with their cooling refrigeration through the walls of that porcelain box. As a result the contents are always kept properly cold and moist.

The Hermetical Seal Idea

To bring refrigeration to the missions in Brazil, Abbe Audiffren invented a mechanical refrigerator over in France many years ago. The gadget had an idea: Everything was hermetically sealed inside the unit. The leaking gas seal was eliminated. So, in 1911, General Electric Company contracted to manufacture these Audiffren refrigerator units in the United States.

The notes of the first conferences held at General Electric on the subject were interesting. A. R. Stevenson, Jr., Walter Goll and Clark Orr recommended that General Electric should continue the development of a sealed unit domestic electric refrigerator.

The ideal electric refrigerator, they felt, should be an air cooled machine. The electric bill might be $1.30 more in six months than a water-cooled model, but it would be remembered that $82 worth of water would be saved, on the average. The hermetically sealed principle of the Audiffren unit appealed to General Electric engineers, but it was estimated that this design could not be produced in a smaller household unit to sell for much less than $900.

About 1917, development was started on a less expensive sealed domestic unit, and by 1923 a number of water-cooled monitor top units had been produced. An air cooled modification of design was then developed and several thousand sold in 1925 and 1926.

The job of developing the product to a dependable mass production situation was turned over to Christian Steenstrup, at Schenectady. He was supervisor of mechanical research when the refrigerator job was handed to him. The holder of 113 patents, Steenstrup had been responsible for the development of hydrogen copper brazing which is used very extensively by refrigerator manufacturers today. In 1927 the improved Steenstrup design was placed in quantity production. This was the DR monitor top.

The oldtimers at General Electric looked at all angles. Sizing up the market they discovered that the $3,180 a year income in 1914 had the same purchasing power as the $5,000 income in 1923. People getting $3,500 annually would be prospects for a $350 device, they felt. They expected a gradual reduction in price. From around a $500 peak in 1923, a refrigerator might go down to $300 by 1935. One maker of refrigerators had said the market for the electric refrigerator would be larger than the one for automobiles. "It seems obvious that this is a mistaken notion—" observed the G-E wise men.

Another field in which General Electric felt it got off to a good start was its thermal control. Most machines of 1925 had a gas-operated bellows which was part of the system. General Electric used a separate gas control which could be replaced without tapping into the system itself.

In 1927 G-E was all steel. It had a sheet steel evaporator and its mechanism was re-designed. The brine tank was given up, but there was freezing both in and around the evaporator. The drain was eliminated, a tray catching all the moisture called defrosting, in 1927.

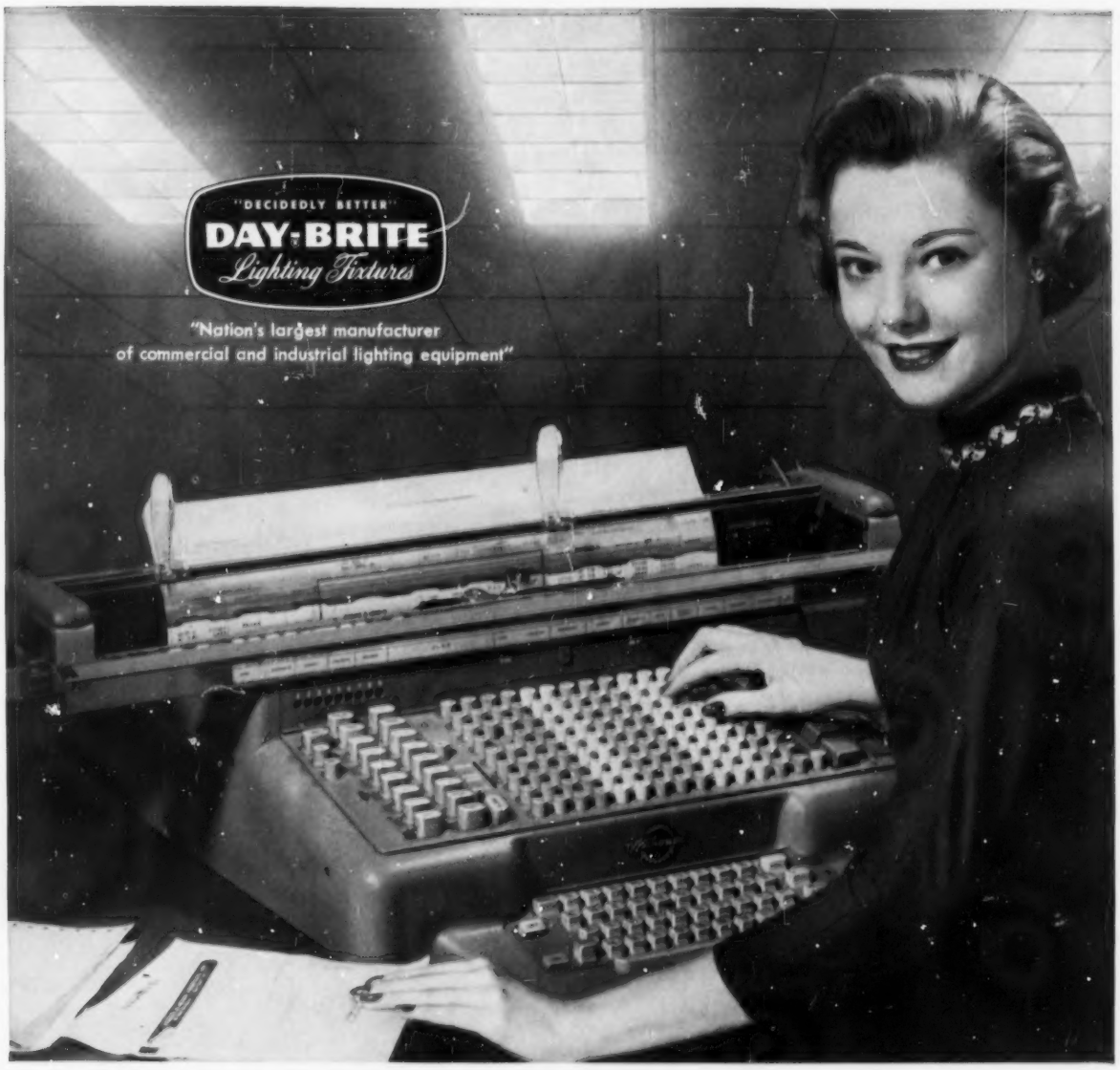
The year 1935 saw an entirely redesigned mechanism, which cut the operating cost 50 percent by whittling down electric consumption from around 37 to 22 kwhr per month. The cause of this revolution in General Electric re-design was the Scotch yoke compressor.

Throughout the years General Electric had experimented with different kinds of floats, which are the devices which control pressure. The high sized float was selected as being the most foolproof and reliable.

Monitor Top Goes Downstairs

In redesigning the 1935 model, General Electric engineers put the

(Continued on page 221)



"National Accounting Machines save us 100% each year on our investment!"

—DAY-BRITE LIGHTING, INC., *St. Louis, Mo.*

"Because of our rapid growth as leaders in the fluorescent industry, our accounting department must maintain peak efficiency. That's why we are so well pleased with National Accounting Machines.

"Our Nationals save us valuable time in payroll, accounts payable, and other accounting work, and also increase operator efficiency, enabling them to do more work with less effort.

"National's versatility permits easy shifting from one job to another. Also the many automatic features incorporated in these machines cut operator training time, as well as operating time.

"Nationals save us their entire cost every year—a return of 100% annually on our investment."

O. W. Klingsick

President, Day-Brite Lighting, Inc.

In your business, too, National machines will pay for themselves with the money they save, then continue savings as annual profit. Your nearby National man will gladly show how much you can save — and why your operators will be happier.

*TRADE MARK REG. U. S. PAT. OFF.

National*

ACCOUNTING MACHINES
ADDING MACHINES • CASH REGISTERS

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO
989 OFFICES IN 94 COUNTRIES



Done . . . with the new Waring Coffee Mill

Your reputation as a host is made! With the new Waring Coffee Mill, dozens of exotic coffee brews are yours. Friends will be delighted when you serve Italian Espresso, an ibrik of Turkish coffee, or a tall glass of Cappuccino at your next party. No coffee can match coffee made from the freshly ground bean, and that applies to flaming Café Brûlot or the mouth-watering Russian recipe blending cocoa with coffee. Only the absolute freshness of on-the-instant grind can do it—and that freshness is yours with the Waring Coffee Mill, the mill that grinds your coffee when you want it, the way you want it. Sixteen different grinds. Another smart attachment for every Waring Blendor.



P.S.—Write for free Waring booklet on how to serve 33 different coffee recipes, the whole story of you and your Waring Coffee Mill. Write Dept. H, Waring Products Corporation, 25 West 43rd Street, New York City 36. Subsidiary of Dynamics Corp. of America.

▲ SMART ADVERTISING PAYS OFF—at the retail level! The above 4-color ad is one in a WARING series regularly appearing in *smart magazines* like NEW YORKER, HOLIDAY, NATIONAL GEOGRAPHIC, ESQUIRE, SPORTS ILLUSTRATED, HOUSE & GARDEN, GOURMET, etc. "DONE . . . in two shakes of a WARING BLENDOR" is an advertising slogan that's paying off in more sales to *smart customers*—the people who have more money to spend in your store!

SELL THE

Be the first to *introduce the new Waring Coffee Mill*

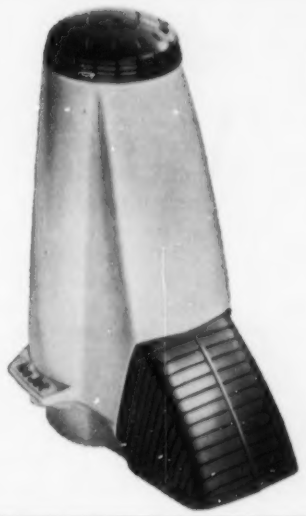
The smart coffee grinding attachment designed exclusively for the Waring Blendor!



THE WARING COFFEE MILL, latest WONDER OF WARING, 16 different grinds



THE WARING BLENDOR has handsome new container with smart etched-glass look



THE WARING ICE JET, popular home electric ice crushing attachment for WARING BLENDOR

ONE HELPS TO SELL THE OTHERS!

ALL THREE FIT EVERY WARING BLENDOR EVER MADE



Now when you sell the WARING BLENDOR simple demonstrations can add plus profits from the sale of two distinguished attachments. Retail sales records prove that store demonstrations of WARING attachments sell more BLENDORS, too! Folks who enjoy today's casual living really go for these WARING contributions to modern home entertainment. People know there's something special about the specialties WARING makes!

So sell WARING and sell the *cream* of the small appliance business!

More Waring contributions to casual living . . .

1 **The Waring Mixor** . . . The powerful hand mixer with the comfort-angle handle—style leader in the portable mixer field. In popular colors.

2 For faster, smoother shaving . . . **Waring Shavex** . . . powerful miniature attachment for any AC-DC electric shaver . . . **KarShave**—for use in car, trailer, boat or plane.

3 **Waring Durabilt Irons** . . . The valet in the valise wherever Americans travel. Fold to two inches. 3 different models.

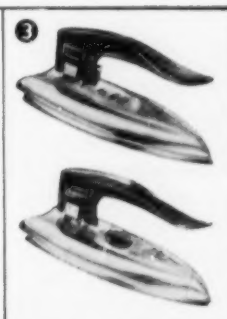
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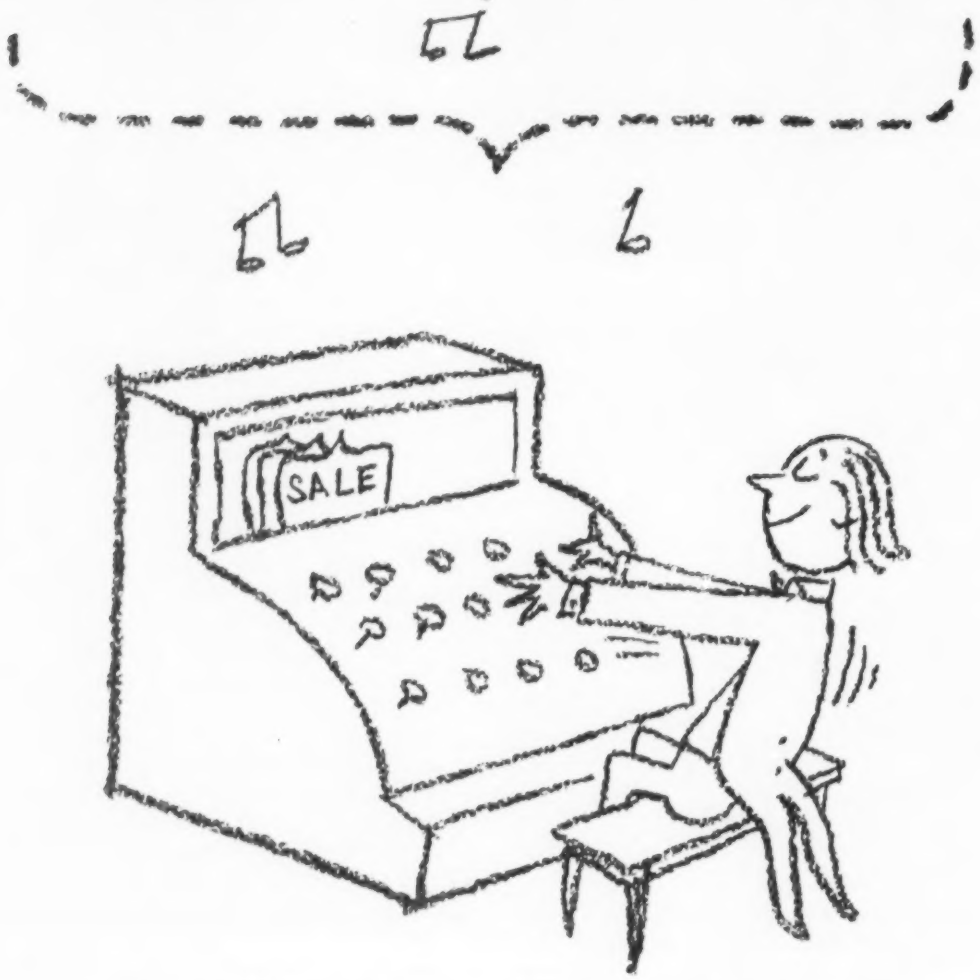


SEE Them at the Housewares Show Booths No. 272, 274, 276

CREAM OF THE ELECTRIC HOUSEWARES BUSINESS!

WARING PRODUCTS CORPORATION A Subsidiary of Dynamics Corporation of America, 25 West 43rd St., New York 36, N. Y.

Music to your Ears!



Everybody in business likes to hear the cash register ring. And scarcely any music out-charms the rustle of the high green notes.

You can make music with your cash register by advertising, displaying, and featuring brands that have made a name for themselves. Why? Because people accept manufacturers' brand names as they do well-loved tunes. Play brands fortissimo and you draw crowds. Crowds mean business. Music to your ears, money in your pocket.

FREE! SEND FOR YOUR COPY... *How to Make the Brand Idea Work for You*—Gives you a cross-country look at the best brand promotion by retailers in all fields. Shows you quickly the benefits of brand name retailing, and how to qualify as a Brand Name Retailer of the Year.

BRAND NAMES FOUNDATION
INCORPORATED
A non-profit educational foundation
437 FIFTH AVENUE, NEW YORK 16, NEW YORK

THE ELECTRIC REFRIGERATOR

CONTINUED

monitor top beneath.

Such things as the quick type ice tray, illuminated temperature control, frozen food section, lowered temperatures and more space for food, sliding vegetable drawer with glass cover, covered meat pan, stainless steel shelves, the evaporator door, the butter conditioner, more flexible shelf arrangement, defrosting indicator, are largely conveniences, but are welcome, said W. M. Timmerman.

"It should be remembered that in ten years a refrigerator running five hours a day will have operated 18,000 hours. Most mechanical devices are worn out long before they run an equivalent number of hours. For example, an automobile at 60,000 miles is on its last legs, yet at an average speed of 30 miles per hour, that is equivalent only to 2,000 hours operation.

Porcelain Enamel

Applied to sheets of steel, porcelain enamel was quite easy to apply until the shell type of cabinet appeared on the market. Some difficulties were then encountered in the application of porcelain enamel because the intense heat of the firing operations had a tendency to cause sagging and distortion of the metal base.

In the original firing processes, the ware was hung from hooks traveling on an overhead conveyor. Naturally, this resulted in rather large unsupported areas which encouraged sagging.

It had long been known that the most durable porcelain enameled steel was that to which the least amount of porcelain enamel had been applied. Unfortunately, this kind of enamel lacked enough opacity or hiding power to permit putting it on thinly.

Enamels were developed that gave equal opacity and improved final appearance with coatings only about one-half as heavy as previously used. As a result, today's porcelain enamel is not only better than a decade ago, but more economical to apply.

Synthetic Finishes in the 1930's

The common paints that everybody knows have been used for centuries, and are formed by a combination of drying oils such as linseed and chinawood, blended with natural resins to which pigment colors have been added. The film of such common paint needs oxygen to harden it.

For some purposes, paints were hardened by the addition of hard, brittle resins, yielding "enamel" films which were a compromise between the flexibility of an oil film and the brittleness of a resin film. Earlier refrigerators were finished with paint of this type.

In 1925 a nitro-cellulose lacquer called "duco" popped over the horizon as something new in the finishing field. That it was made with cellulose paved the way for it to become an entirely new product. It was dissolved in a solvent that evaporated quickly and could be handled in a few minutes after application.

Naturally, the baby electric refrigerator business admired what automobile makers were doing and immediately adopted this finish because of its ease in handling. Earlier lacquers did not measure up to refrigeration requirements because of their lack of filling properties, lack of depth of gloss, and lack of chip resistance. Nor were they able to resist grease.

The synthetic type of finish, "dulux" came on the market in 1933. It may be said to be a combination of glycerine, phthalic anhydrid—a derivative of mothballs—and an oil such as castor, cottonseed or soy bean produces.

Baking takes place after application at anywhere from 260 to 350 deg. which completes the chemical polyerization reaction. Little or no oxygen is required.

This new finish gives better hardness, alkali resistance, more greaseproofness and much more flexibility with better adhesion.

Cost of repairing cabinets, it is stated fell from 22¢ per cabinet in 1932 (with lacquer) to approximately 1¢ per cabinet in 1940 on dulux jobs.

Fewer Parts

It is in the simplification and refinement of parts that today's refrigerator is so far ahead of its predecessor. For example, the 1931-32 model Westinghouse had something like 1,243 parts. Today's model has 714, which is a 57 percent reduction.

The old timer would be astonished at how parts are checked for size. The Westinghouse factory has in one of its sections a spotlight which shines on a part the size of a dime, magnifies it to as as big as a dinner plate so that a girl can see the slightest defect. Other devices have been perfected which measure electrically sizes up to 10,000th of an inch. Obviously, such fine measurements could not be done by any hand methods.

Old-time refrigerator condensers had fins to radiate heat. The flow of air through them brought dust, cobwebs to cog them up, and reduced their effectiveness. Westinghouse produced a condenser which is a tube annealed to a long plate of metal. No chance for dust to be caught here.

A Westinghouse motor has fins wrapped around it which radiate heat in the same maner as an air-cooled airplane engine. Once upon a time there was a fan playing against these fins to blow off the heat. Along came a smart engineer, and constructed a little chimney in back of the refrigerator. Anyone who has ever put a hand in the chimney knows there is a current of air going upward all the time and this is precisely what happens here. Result, the fan is eliminated.

Old time refrigerators had the pressure regulated by means of floats which are rather touchy things to operate. Today Westinghouse engineers use a capillary tube to regulate the flow of refrigerant. It works on the same basis as a lot of people crowding through a revolving door. Only so many can get through at a time, regardless of the number behind.

"The evolution of the electric refrigerator," say engineers J. H. Ashbaugh and W. V. Anderson, "has been toward the elimination of possible leaks. Each joint that is done away with, each moving part that can be eliminated, is a step toward simplicity of operation and avoids future service troubles."

The first Westinghouse refrigerator was offered the public in 1929. Westinghouse started out manufacturing a hermetically sealed unit. With the old open type unit it was felt that belts wore out, the refrigerator was noisy and leaked and very often it had to have new gas charge put in every year.

The new hermetically sealed job employed a high speed motor running 1,750 rpm against the open type which went from 250 to 600 rpm. It was like driving a car at 90 miles an hour, and new things were likely to be encountered.

The coming of the hermetically sealed refrigerator cut down service operations materially. All the service man could do was to clean the condenser, adjust the control, fix the float (with a magnet which permitted him to pull things around from the outside).

All hermetically sealed refrigerators start out with a top model unit because it was easy to get rid of the heat from the top.

In 1932 Westinghouse saw a change in the cabinet from wood to steel. Anyone owning one of these old models today should know that, while it performs all right, it consumes two-thirds more electricity than the 1941 refrigerator and is 40 percent noisier.

The 1930 boxes were able to keep food at 50 deg. or less. It had no crisper, no meat keeper. Today you get a box which keeps the temperature at 40 deg. all the time. Milk which is kept at 50 deg. temperature, for example would taste rather quickly. In the old boxes, when you wanted ice cubes, you lost about 20 percent of your ice in holding the grid under the faucet to melt them loose. The lacquer on the 1930 boxes turned yellow, and grease frequently took it off.

The year 1936 saw bottom mounting of the compressor on Westinghouse refrigerators. Women, it appeared, wanted the top of the refrigerator free to use as a shelf and they liked the higher box to avoid stooping.

The year 1938 saw the meat keeper introduced into Westinghouse boxes. Old meat loses flavor, acquires an odor, and discolors, even though it may be perfectly edible. Women didn't like to see this happen, and as a result came the meat keeper which is able to hold 13 lbs. of meat for two weeks, if necessary.

Glass shelves, which are easy to clean, came in as a result of a discovery that cold air tends to slide down back of the wall instead of circling round and round. A great number of tests with thermocouples was necessary to find out just what did happen inside of a cold box.

There isn't a great deal to tell about the insulation story of Westinghouse. In fact, all the insulation has been good. It is estimated that the 1941 Westinghouse refrigerator was 15 percent more efficient than the 1936 model.

The coming of freon gas stepped up the capacity of the Westinghouse refrigerators some 40 percent.

Norge's Compressor

A printer named McMullen steered Howard E. Blood, president, Norge Division Borg-Warner Corp., to a dingy little shop in St. Louis one day in 1924 to show

(Continued on page 224)

PHILCO announces

HTV

Hyper-power Television

A picture so much better it demanded a NEW KIND OF SOUND!



NEW HTV CHASSIS! Has "reserve power"—power to spare. Picks up weak fringe signals stronger, clearer than *ever before*. You can sell it with confidence.



NEW HTV TUNER! So sensitive and easy to operate, it needs no dial at all. A mere touch of the smooth panel changes channels quickly—effortlessly!

Nobody has to tell *you* there's TV sales magic in the word "power"... or remind *you* ... when people shop for TV, they're looking first, last and always for *powerful* performance!

That's why Philco has literally loaded this new line with power. Picture-pulling power, people-pulling power.

It's called Hyper-power TV... or HTV.

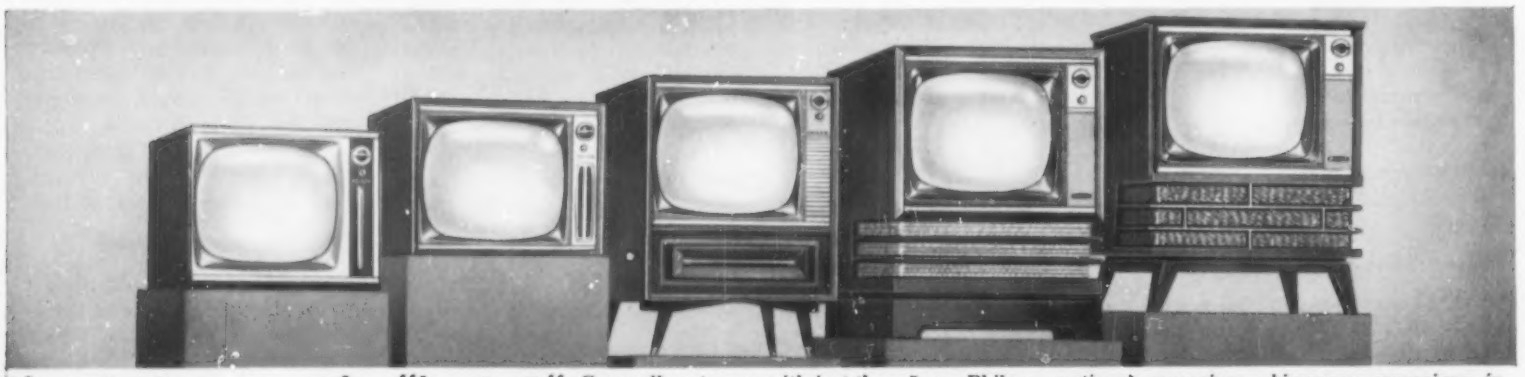
Hyper-power makes a powerful difference you can demonstrate. The picture's better, clearer, more powerful than any you've ever been able to offer. When you show it, you can boast about the power—brag about it! And you can offer a completely new kind of sound ...



WRAP-AROUND SOUND

World's first 3-speaker wide-diffusion TV sound system!

Three separate, harmonically balanced speakers give you Wrap-around Sound. There's one speaker in front, and one on each side. Walk your customers around the set. Let 'em hear this new "bandstand presence" — and let 'em see Philco's new cabinet styling! Wrap-around Sound, the most exciting new feature in the television industry, starts with Model 4622M — **$279.95** — *everywhere!*



Short 'n Sweet... the "basic 5"

MAMMOTH AD CAMPAIGN!

Cover all customers with just these 5 new Philco beauties on your floor. Get set to go now; Philco's mammoth national advertising will be working for you. Exciting 4-color spreads and pages in national magazines — big-space campaigns in newspapers — plus local radio and network TV's "Miss America" Spectacular, live from Atlantic City, for the fourth consecutive year!

HYPER-POWER TV



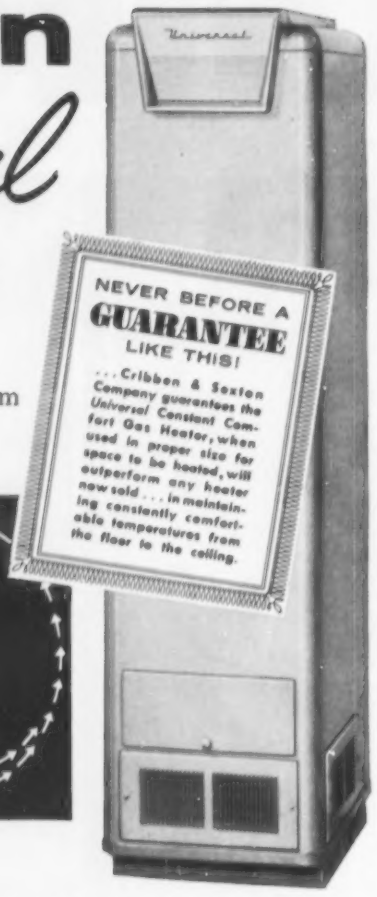
NEW PHILCO "MISS AMERICA." Truly the most beautiful TV of all! Has Hyper-power touch-panel tuning. Hyper-power chassis. Wrap-around Sound. Phono jack. Big, brilliantly clear 332 sq. in. picture. Mahogany or blond finish.

LOOK AHEAD
. . . and you'll choose
PHILCO.

The sale is built in *Universal*

Constant Comfort
GAS HEATERS

- Revolutionary new heating principle!
- Guaranteed to outperform any other heater!





This is it:

pre-heated ceiling air is drawn in through the top by fan action, filtered, forced downward through the heater, and delivered through floor-level vents to rise again and flood the entire room with even, thermostatically controlled heat.

6 more *Universal* Extra-Value features that help build in the sale!



New convenience!
Simplified, eye-level controls up out of the children's reach.



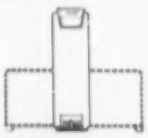
New safety!
Fiberglas insulated steel cabinet stays cool, and is safe to touch.



New freshness!
Heats and delivers only freshly filtered air—clean, healthful.



New comfort!
One front vent and 2 adjustable side vents spread heat evenly.



New space-saving!
Fits in far less space than conventional type "space heaters."



New utility!
Also operates as an air circulator during hot summer weather.

3 Models Provide Just the Right Amount of Heat for Varying Needs

A Product of CRIBBEN & SEXTON COMPANY
Makers of Famous Universal Gas Appliances
700 North Sacramento Boulevard, Chicago 12, Illinois

CALL YOUR DISTRIBUTOR

THE ELECTRIC REFRIGERATOR

CONTINUED

him a pump that an inventor had devised. It was not particularly effective, but in it Mr. Blood saw the germ of an idea which was destined to become a new application of a refrigeration compressor.

Compressors up to that time generally had been of the piston type with the pistons working back and forth in closed cylinders.

Here was a new type of rotary compressor that seemed to be designed so that its major parts could never wear out because of their slow, easy rolling motion.

This compressor was the forerunner of the Norge Rollator. Up until 1929, it, like all other types of domestic refrigeration compressors, was remotely connected to ice boxes in use at that time.

In 1929 Norge began a then unheard of idea of shipping refrigerators, complete with compressor units, to the dealer, ready to "plug in." Previous practices had been to ship compressor units in separate crates, requiring installation on the dealer's floor, or worse, and not infrequently, in the home.

Stewart-Warner and Frozen Foods

Before 1938 the Stewart-Warner Corp. made a conventional style of electric refrigerator. In 1938 it started off on a new tack, with an entirely different machine, according to Charles R. D'Olive, manager of appliance division.

At that time it dawned on Stewart-Warner that the introduction of a vegetable pan and a meat keeper were devices designed to combat a fundamental weakness of mechanical refrigeration—its tendency to dry things out. Said Mr. D'Olive: "To work further in this direction was like hanging ribbons on a homely face."

It was realized that the refrigerator was a compromise. The conventional evaporator simply wasn't right in the first place. If you got it really cold enough to keep frozen foods frozen, it would greatly accelerate drying out of foods.

Technically, the presence of intense cold in this evaporator acts somewhat like a burning glass in reverse. Take a lens and concentrate the rays of the sun on a single spot. The spot gets intensely hot while the atmosphere surrounding it is of normal temperature. In like fashion, the evaporator made one spot in the electric refrigerator intensely cold. This intensely cold spot precipitated the moisture out of the air and food and deposited it on the coils in the form of ice. This was what dried out food stored in the refrigerator.

Stewart-Warner started on a new idea. It spread the evaporator out over a big area—in fact, covered the entire back of the box with it. Spread out in this fashion, no one spot in the box got cold enough to freeze, thus excessively precipitating moisture. What moisture did come out of the air stayed on the back of the refrigerator in the form of dew drops.

But the job of supplying ice cubes was unanswered and people had to have ice cubes in the cool chest. This was done by placing a compartment in the bottom of the box. Being separate, it could be made intensely cold without affecting the food above. By means of a differential control belt, Stewart-Warner engineers were able to get two separate temperatures. Thus was born in 1939 the "Dual-Temp" refrigerator. It offered two distinct temperatures without any compromise. The lower compartment permitted temperatures 22 deg. below freezing, suitable for quick freezing and proper storage of frozen foods. This independent compartment or freezing locker was for frozen foods, and ice cubes, and operated entirely separately from the rest of the box.

Then in 1939, Stewart-Warner added the Steri-lamp, a light giving off that particular band of ultraviolet rays which have the capacity for killing bacteria and mold.

A Wife Offers Gibson an Idea

H. E. Rosebrook, a chief engineer for Gibson, was home with a cold one day in 1934. His wife was rearranging the furniture to get more space in the living room. She wanted shelf-room. Something clicked in engineer Rosebrook's mind. If you could get more space by rearranging a living room, why could not the interior arrangement of a refrigerator be rearranged to provide more shelf room. As a result, the idea of Gibson's freez-R shelf was born. Instead of a box-shaped freezing unit so small it would hold only trays, engineer Rosebrook designed an evaporator so it was a shelf the width of the box. This created more usable space near the top of the refrigerator. *End*

Why simply "trade dollars" when selling Floor Polishers?



The LONG Profit is in General

QUALITY FLOOR POLISHER-CLEANER-SCRUBBERS BY FLOOR MACHINE *Specialists* SINCE 1930

More Floor Polishers are being sold than ever before.
But Retail profits on some Polishers amount to as little as 50c or $1.

"Trading dollars" may be *busy-ness*, but it's not good business. You make money when you promote GENERAL Floor Polisher-Cleaners. These are not "stripped-down" models. They come with 3 sets of accessories (*complete* with 1 pair of long fibered polishing brushes, 1 pair of wax applicator brushes, 1 pair of genuine lambswool buffing pads.)

And there'll be no "after-sale" headaches with customers! Your customers will like GENERAL'S High Quality, Versatility, and the Completeness of the Equipment. *YOU will like the Long Profit.*

NATIONALLY ADVERTISED IN AMERICA'S TOP MAGAZINES

- House Beautiful
- Living
- American Motel
- Better Maintenance
- Time
- Nation's Business
- Newsweek
- American School & University Annual
- House Beautiful's Bldg. Manual
- Banking
- Buildings
- Food Engineering
- Maintenance
- Sanitary Maintenance
- Hospital Management
- Modern Sanitation
- Thomas Register
- Hotel Bulletin
- Nation's Schools

Write today for our LONG Profit Story!

TYPICAL BEST-SELLING VALUES in America's Most Complete Line of Floor Polisher-Cleaners and Floor Maintenance Equipment

GENERAL TWIN 12A Deluxe
Nothing finer for the Home. America's most versatile Quality Floor Polisher-Cleaner!



Customers love General's RUG CLEANER extra-cost accessory.

Perfect for Rentals!

GENERAL T-16B



Twin 16" brush machine for larger homes, offices, motels, small institutions, etc.

GENERAL KL DYNA-CRAFT



13" diameter operating brush spread. A Quality midweight floor machine at a popular price. Convenient carry-grip.

General

FLOORCRAFT, INC.

421 Hudson Street, New York 14, N. Y. *Established 1930*



- *All* Sizes For *All* Types of Floors — Made By Floor Machine *Specialists*
- World's Most Complete Line of Household & Industrial Floor Maintenance Machines & Vacuums

I'm interested in General's LONG Profit Plan.
( ) I'm a Distributor.* ( ) I'm a Dealer.

Name _____

Street _____

City _____ State _____

Buyer's Name _____ EM-7

DISTRIBUTORS Attention! A limited number of choice territories are open. Mail this coupon for details.

OPERATION
BIG TICKET

New General Electric

to get your full share of

Realistic Big Ticket Plan, available through the help you need—from



For as little as $180.00—a 10% down payment—you may be able to put a G-E Display Kitchen like this on your floor. And that's only the beginning. Read these pages and find out more!

TODAY'S astonishing kitchen appliance market, with its heavy trend toward *complete* kitchens, is big, booming—and begging for attention.

Its surface has barely been scratched.

Now Big Ticket comes up with a complete program of all-out assistance to let you capitalize on this opportunity. Now you can sell the *most wanted line* of complete kitchens—practically on a shoestring.

We're not asking you to swallow that whole. We want to tell you what you get on Big Ticket—from beginning to end.

First of all: realistic financing. Big Ticket begins by giving you the most effective selling tool in the business—a sparkling General Electric Display Kitchen—on credit terms available through General Electric Credit Corporation.

For instance, for as little as 10% down, you may be able to put a display kitchen on your floor. That's *all* the inventory you need. Your General Electric distributor supplies the units you sell *as you sell them.*

How do you pay for these sold units? Under its Work-in-Progress Plan, General Electric Credit Corporation will finance your total outlay for major appliances until your customer's kitchen is completed and accepted.



You sell without inventory! Your General Electric distributor supplies all appliances *as you need them.*



You sell the most preferred line in the business! Independent surveys prove General Electric ranks first with women.



You sell the most pre-sold appliances! Wherever you look—or listen—there's G-E Major Appliance advertising.

sales plan helps you the rich, ripe kitchen market!

your General Electric distributor, outlines all floor plans to finance plans!

Now . . . about customer financing: New General Electric Credit Corporation Kitchen Modernization Plan lets you sell for as low as 10% down with less than typical monthly car payments spread over not 1, not 3, but *5* full years.

To help you handle installation—and get the extra profits that go with it—your General Electric distributor's factory-trained specialists will work day-by-day, step-by-step with you on selecting and setting up a complete installation staff.

That's only the beginning. General Electric distributor experts will be at your service to help plan your kitchen layouts, color schemes, decoration, design. They'll make estimates, blueprints, supply color swatches, even give suggestions on painting and floor covering.

If you wish, you can take advantage of a complete selection of hard-selling mat ads, radio scripts, full-color promotion slides, and a full-length technicolor movie for use at women's group meetings.

And what a line of kitchens you'll sell! The General Electric line is years ahead in style, completely integrated in color and design, packed with more sales features than any other line in the industry.

Think it over. This market features a high margin profit picture. When you sell complete kitchens, you're not competing on a single-appliance *price* basis. You're dealing on a *service* basis in the sale of *tailored multi-appliance units.* And the man who can supply the service in this new field is the man who can get the sale—*and* the whopping, multi-unit *profit.*

The big beauty of Big Ticket is that it makes it possible for *you* to supply that service and still have time to do the job you do best—*sell.*

Add it up. This booming kitchen business can make a big difference in your career. Get in on the ground floor—*now.*

See your General Electric distributor—or send in the coupon. General Electric Co., Home Bureau, Appliance Park, Louisville 1, Kentucky.

YOU GET ALL THIS . . . AND MORE

1. Delivered to you for as little as 10% down—a new General Electric Display Kitchen.
2. Liberal customer finance plans—up to 5 years.
3. No inventory problems—you simply order from General Electric distributor warehouse.
4. Plans—plus color, flooring, painting suggestions.
5. Most pre-sold line in the business.

General Electric Company
Home Bureau
Appliance Park, Louisville 1, Ky.

Gentlemen: I want to know more about your new Big Ticket Plan.

Name.....

Address.....

City.....State.....

Live Better . . . electrically

GENERAL ELECTRIC

THE VACUUM CLEANER

CONTINUED

the electrical field through a job in a machine shop that built a lot of switchboards. He opened a motor repair shop of his own and first of all, built a massage machine.

Then he had an idea for a broomstick model cleaner on which Bill Orr of Fort Wayne Electric Company helped him.

The three Frantz boys, Ed L., C. G. and Walter, a mechanic, who lived in Cleveland then came into the picture.

Jim Kirby came to them with the idea of a cutoff for a cleaner which permitted the coupling on of attachments. It was a rather important invention because it widened the field of the cleaner.

The Frantz boys thought they could produce it, and in 1910, the model B, the first of the Frantz-Premier cleaners appeared. It had no brush and a narrow nozzle. One of the reasons for the narrow nozzle was the fact that early model motors didn't develop the suction that later ones did.

During 1912, Clarence and Walter Frantz withdrew from Premier and with associates formed their own company, the Apex Electrical Mfg. Co., making vacuum cleaners. Later Premier graduated Milton Stielman and Walter Pothe, who began making small motors and formed the Domestic Electric Co., which became Black and Decker and Lamb Electric.

During the first World War Jim Kirby created the Kirby cleaners, which are today made by Scott & Fetzer Co.

Apex was one of the first to go to the vertical motor in 1923. One of the reasons was that it permitted the use of a bigger fan and as a result, more air passed through the cleaner. This was called the wind tunnel cleaner, because the air slipped around the motor and did not have to go around the corner as in previous models.

Tattle-Tale Bag

In studying the tank cleaner, Landers Frary & Clark discovered it to be inefficient as the bag got too much dirt in it. Obviously, the tank did not have the bag capacity and clogging was serious.

As a result, Lee Moss of that firm relates, Landers, Frary & Clark developed a tattle-tale device which would reveal to the housewife when the tank cleaner was full of dirt and needed cleaning. The idea was simple. The dust bag rested on a scale with a plunger attached to it. When the plunger was thrust down it activated a switch which turned on a red light and told the owner that the bag needed cleaning. That was in 1939 and it is considered a Landers, Frary & Clark milestone.

Motor improvements also took place in vacuum cleaners produced by Universal. Beryllium copper in the brush rings increased running time of the motor to 500 hours or better without trouble. Motor windings were impregnated by dripping and today a vacuum is used to draw the sealing fluid into the windings, which also increases the motor's life.

The Motor Story

The late B. G. Lamme, chief engineer of Westinghouse, designed and built some series wound alternating current motors used by the Swift & Company of Chicago on cranes, in 1897. This led to the alternating current motors employed on railways a few years later. In 1911, Westinghouse designed the Universal motor for use on vacuum cleaners for the Rosenfield Manufacturing Co. Similar motors were designed for the Spencer Turbine Cleaner Co., and the Vacuum Company. In 1924, the Westinghouse small motor division designed motors for use on domestic vacuum cleaners where the electrical commutator brushes were fixed in one position for use on either direct or alternating current. This was a decided advantage to the electrical dealer because up to that time he had to decide in what position the motor brushes had to be placed and so position them for the customer.

About the same time, C. H. Taylor, section engineer, vacuum cleaner section, relates, Westinghouse perfected a dynamic balancing machine that made at that time an electro-mechanical marvel. The firm immediately began using this machine on its own vacuum cleaner armatures. It balanced so perfectly that it increased the life of a vacuum cleaner motor many times. It also reduced the vibration of the entire cleaner.

In 1923 Westinghouse also perfected an automatic winding machine.

Westinghouse began making its own plastic cleaners around 1930. This plastic cleaner was light in weight but strong and unlikely to break or warp. Plastics eliminated any chance of electric shock to the user. As the color pigments are placed in the material itself, a scratch is hardly noticed.

In 1932 Westinghouse offered a set of hand cleaner attachments which included a floor nozzle and a long tube for floor cleaning. It also came through with a moleskin bag cloth at this time. This offered a dustproof and leakproof bag material for vacuum cleaners.

The split handle was first used on Westinghouse vacuum cleaners in 1941, and it provided extremely easy guiding of the cleaner over the floor.

High Speed Motors

It is in Racine, Wis., that a tablet to the beginning of the high-speed electric motor must be erected.

Chester A. Beach, a long lanky lad from the farm, got a job with a firm being formed by George Schmidt and Fred Osius, who were going to manufacture vibrators. The firm was called the Arnold Electric Co., because it was felt that Arnold was a better advertising name than Schmidt. L. H. Hamilton, a cashier on the Berry Steamship Line, heard there was a job and joined the firm.

This combination of Hamilton-Beach made history because the two men gave the world the high speed electric motor. Of course the theory of such a device was known to all motor manufacturers, but most of the big manufacturers had their hands full of orders. Even fractional horsepower motors were scarce. Producing a high speed motor looked exactly like a hunt for trouble.

The year was 1905. Beach, who was not even an electrical engineer, developed a high speed motor for massaging machines. He made his first laminations by hand, and wound them. He cut and tried until he got a balance between the armature and the field. He kept changing the windings. Before long he had a motor which would run 7,500 rpm.

Vibrators, being popular, were going like hotcakes. The Arnold Electric Company had spread out into the barber supply field with its vibrators.

The great possibilities of the high speed motor were not suspected and the boys had plenty of trouble turning them out. For example, a hand made model might work all right but if a thousand mass produced motors made for mixers and grinders didn't succeed at first they had to be worked several times. The main trouble was with bearings. Beach hit upon the idea of putting in a babbitt bearing which didn't heat up the way that cast-iron did. He devised a way of oiling the bearings. He worked out a system of a ball and a shank so that if there was a kink in the shaft the bearing were self aligning. He wound yarn around the shank of the bearings to hold oil. No particular patents were taken out. However, the firm proceeded to use its high speed motor for various applications, among them a vacuum cleaner as well as a drink mixer. The great difficulty was in balancing the moving parts. A static balance was not good enough.

Mr. Hamilton relates that Arnold Electric sold its vacuum cleaner business for $300,000. Out of the Arnold Electric Co. came the Hamilton-Beach Co. in 1910. In 1913 Hamilton left the Hamilton-Beach Co. and founded the Dumore Electric Co. Today Racine probably has more workmen who are expert on high speed motors than any other town in the country.

Birtman Helped on the "Seal"

One of the situations that puzzled vacuum cleaner makers no end was the matter of a seal. A cleaner nozzle has to be just the right distance from the surface it has to clean or it won't operate right. The correct position is called a "seal."

It wasn't that exactly, for if the nozzle was so close it came in contact with the rug, it stopped the passage of air completely and cleaning ceased. If too far off the rug, the action of air was dissipated and did not pick up the dirt.

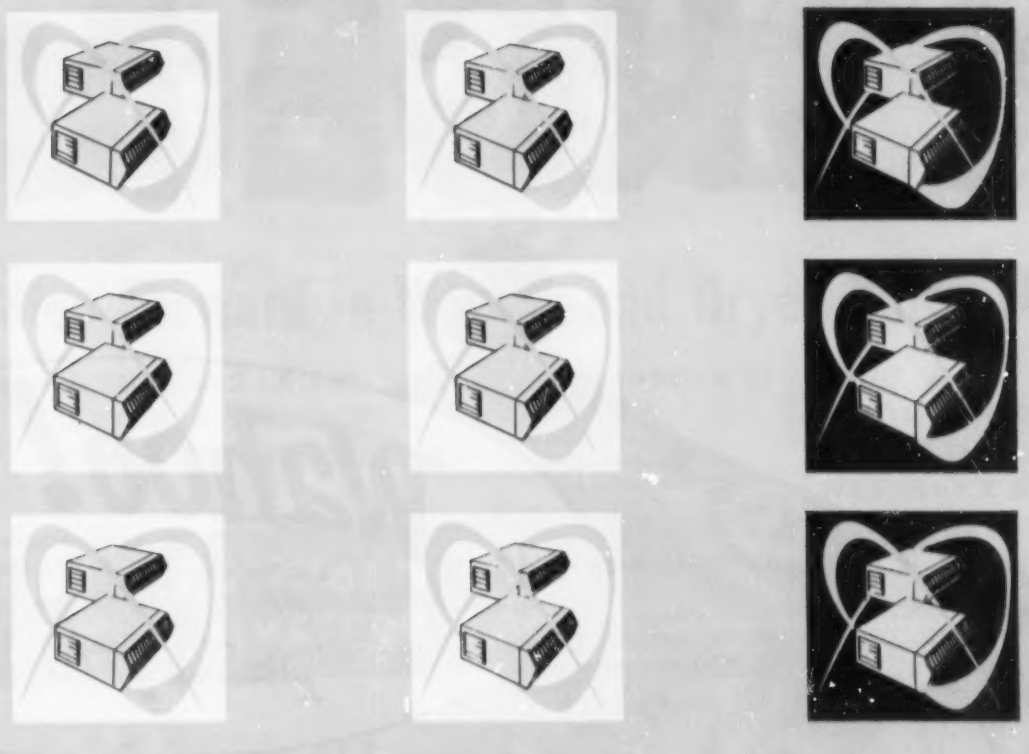
C. H. Sparklin was a graduate of Kansas University in 1924, and back in Hiawatha, Kansas, as a kid he had been considered a mechanical genius.

It was while taking a walk one evening that Mr. Sparklin solved the question of a "seal."

The thought struck him that he might employ the relative sink of two or more wheels in the rug it was rolling over to operate something that would lift the nozzle out of the rug. In short, if he could have some of the wheels of the cleaner sink in the nap it was passing over, this action would be employed to give the leverage necessary.

He employed narrow and wide wheels on the cleaner, and arrived

(*Continued on page 232*)



32% of all readers of New York City newspapers owning a home or office air conditioning unit in metropolitan New York, read The News . . .

Source: Profile of the Millions . . . a study conducted by W. R. Simmons & Associates Research, Inc. Approved by the Advertising Research Foundation. Any New York News office can show you Profile.

Air Conditioning?

. . . The News has more readers owning an air conditioning unit than the New York Times and Herald Tribune combined . . . and more than any evening newspaper!

Air conditioning buyers are customers for comfort . . . with the spendable cash to match their taste. And in metropolitan New York, you reach the largest number of owners in the News . . . which delivers—

70,000 *more* than the Times
80,000 *more* than the World-Telegram & Sun
100,000 *more* than the Post
120,000 *more* than the Journal-American
120,000 *more* than the Mirror
140,000 *more* than the Herald Tribune

These buyers are your prime prospects for better home furnishings, upper price lines, all quality merchandise, the best national brands.

The News also gives you *more* customers for new cars, *more* readers in families with $10,000 and up incomes, *more* in the $5,000 plus bracket, *more* college trained, *more* home owners, *more* of everything else.

In the biggest and best market, The News with 4,780,000 readers daily gives you more—because it has more to give! The News merits top choice for volume turnover and profit. Ask for the full facts.

The News, *New York's Picture Newspaper . . .*

with more than twice the circulation, daily and Sunday, of any other newspaper in America . . .

NORGE turns



NORGE®

the clock ahead!

Another Giant Step Forward in Washer and Dryer Automaticity

WHAT ARE THE TWO NEW MYSTERY CONTROLS ON THE WASHER?

WHAT'S THE LATEST ADVANCE IN WATER TEMPERATURE CONTROL?

WHAT HAPPENS AT MIDNIGHT?

WHAT IS THE NEW 4-POSITION DRYER SWITCH THAT SOLVES WASHDAY'S BIGGEST HEADACHE?

GET THE ANSWERS WHEN THE LID COMES OFF THE MYSTERY CARTONS!



ATTEND YOUR NORGE DISTRIBUTOR'S MERCHANDISING CARNIVAL WEEK OF JULY 15th

Watch your mail for exact date!

SHORT, SHORT LINES

Concentrated on the capacities and features that cover 89% of consumer demand.

SUPER FAST TURN-OVER

To keep your inventory fluid and fast moving.

HOT, SENSATIONAL PRICING

That reverses an industry trend, gives you the best-planned step-up today.

FULL RETAIL MARGINS

For the dealer... small, medium, large ...all dealers.

WATCH FOR THE MAN WITH THE PLAN

The business you save may be your own!

'57 NORGE Double Indemnity Dealer Plan



is The Dealer Profit Line

NORGE B-W

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation,
Merchandise Mart Plaza, Chicago 54, Illinois.
Canada: Addison's Ltd., Toronto. Export Sales—Borg-Warner International, Chicago 3, Illinois

THE VACUUM CLEANER

CONTINUED

at an invention in 1936 that was dated September 29.

Air-Way's Start

A man named D. B. Replogle burst on the horizon in 1919 with more ideas about vacuum cleaners than there are raisins in a fruitcake.

Realizing that dust falls on curtains and walls as well as floors, he had the thought of using a hollow handle on the cleaner with a device which permitted the switching of suction either forward or upward.

He had a gadget for indicating how fast dust is going through the machine, a wonderful demonstration device.

He had thought of using a paper bag to catch the dust.

He had thought of putting a spring in the nozzle to keep it in close contact with the rug being cleaned.

This was the background which the Air-Way Corporation started, in Toledo, Ohio.

People already had brooms and carpet sweepers, and it took a lot of education to win them over to the ownership of a higher priced cleaner. It was in 1925 that Air-Way realized that American women are germ-conscious and the burning up of the paper bag which caught the dust was a fine germ-killing demonstration.

"What has really put over the vacuum cleaner with American women has been the saving of time and labor," said J. H. Nuffer. "Dust and dirt are constantly accumulating on the floor in the home, and every woman expects to put in considerable time in housecleaning. The vacuum cleaner can do the job more quickly and it removes the drudgery of cleaning—this is what appeals to the housewife."

Air-Way developed what is called a "sanitizer" in its upright cleaner. It stepped up the amount of vacuum by employing more horsepower than usually had been used previously, employing a ¼ hp motor. One type is operated by setting it in the middle of the room and going over the floor and draperies with the nozzle.

Raising the suction of vacuum cleaner is usually determined by a device called a "water lift." In the old days a cleaner that had a 20-lb. water lift was considered pretty good. Today there are cleaners on the market that will give a 55-lb. lift.

The Air-Way through its wand model, again stepped up the horsepower in vacuum cleaner experience.

Premier Cleaner Contributions

Formed in 1910 as the Frantz Premier Co., re-organized as the Electric Vacuum Cleaner Co., this firm was later to become the vacuum cleaner division of the General Electric Company.

First highly successful model to be put on the market was the K-14-B, which was equipped with a rubber bladed brush which revolved rapidly in a suction created movement of air. Salesmen loved it, on account of its spectacular demonstration.

In early vacuum cleaner days, there were two schools of thought about cleaning. There was the "beating" faction and the "suction" faction. When Premier adopted and combined both methods, it was over the hump.

History was made when Premier's "matho-matic" nozzle came on the market. It automatically adjusted itself to any type of cleaning surface. As the cleaner is set down on the floor, the handle is in an upright position. As the handle is pulled back to operating position, the nozzle rises to a point ½ in. above the nap of the floor covering and is held there mechanically. It is accomplished by means of an ingenius cam and brake band device.

When you recall that earlier models operated at top efficiency only on the particular floor surface to which they were adjusted, it is not surprising that this patent was considered revolutionary.

Henry T. Lang, engineer, said, "One of the early milestones in Premier history was reached in 1922 when an 8,000 rpm motor was produced. We passed another in 1923 when that same motor was stepped up to 9,000 rpm and ball bearings were used in motors for the first time. In 1925 Premier turned out a motor which ran 10,000 rpm and this high speed increased the cleaner's efficiency about 15 percent.

"In 1928 Premier brought out a hand cleaner, and as a result opened up a new field. There were two other hand cleaners on the market at the time, but they were sold primarily for taking dust off clothes."

One difficulty with high speed motors was the short life of carbon brushes. One hundred hours operation took the life of the best brushes, and would wear a groove in the commutator ⅛ inch deep. Today, in 100 hours the commutators cut a groove that is less than 1/10,000 of an inch deep.

By changing the winding ratio of the motors—by stepping it up from 90 to 175—and putting more turns on the field and less in the armature, the life of a high speed motor has been increased. Motors will today run 1,000 hours and over on one set of carbon brushes.

Another of Premier's milestones was the idea of insulating the bars of the commutator with paper. Mica was generally used, but because it is hard, it wore down the carbon brushes. In early days the mica was undercut to get away from this abrasive action. Premier looked around for a substance that was softer than mica, and first tried celluloid, then paper. Patent was issued December 27, 1938.

Among the folks in history at Premier who developed these improvements are R. E. Dunbar, Henry T. Lang, Ralph B. Wilson, and Dr. Moss.

Canister Type Cleaners

A man who had no connection with the cleaner business, but was an engineer graduate of Dartmouth (1924) became interested in them while helping his wife about the house.

Ed Younker was annoyed by the way tank type cleaners jammed up with dirt, and thought the trailing bag was unwieldy.

He was doing some electrical work for the Dexter Paper Company, which produces mimeograph paper, and became aware that a porous, smooth paper had come on the market. He foresaw that a paper filter might make possible a new type of dirt stopper, so he went to work on a vacuum cleaner. He discovered that by injecting air into the middle of the cleaner and making it spin, the force of gravity would cause the dirt to drop to the bottom and the air could be taken out through a paper filter at the top.

Mr. Younker took out his patent in 1940, and sold it to the Health-Mor Company in Chicago. This firm produced the "canister" type cleaner. Dirt picked up by a fast moving current of air hit a baffle as it entered a large, metal dust collector placed beneath the power unit. This baffle took the momentum out of the dirt, which fell to the bottom. The centrifugal motion of the air kept dirt particles away from the center of the canister. This left the air free of dirt and able to pass almost unimpeded through a disposable filter. Since the filter was replaced each time the cleaner was emptied, it maintained a high level of efficiency throughout its life.

This new cleaner was called the Filter Queen, and employed a ¾ hp motor which turned two rotating impellers 4⅞ inches in diameter, turning at the rate of 13,000 to 15,000 rpm.

Specialty Selling

Fred Wardell, founder of Eureka, was a real estate auctioneer who used to pitch his tent on the ground, serve lunch, have a band and do everything in a circus manner. When a series of coincidences put him into the manufacture of cleaners, his real estate experience carried over to cleaner selling.

"When we got a chance to go over a rug with our Eureka cleaner, which had just been swept by the wife, we made a demonstration that opened her eyes," Mr. Wardell said.

Back in 1912, Fred Wardell and A. L. McCarthy were selling house to house in Pittsburgh, Pa. Their idea was to take their agents out and coach them on how to sell.

"We found out that the only way to pay a salesman was by commission. A man was hired in Brooklyn who had never earned over $100 a month on a job. As a cleaner salesman he was such a success that he became the Brooklyn manager, and for years made $50,000 a year with cleaners. By making the reward equal to the effort, the trick was turned.

"It may be of interest to tell that the manager of a store in those days got a salary, a top of $200 a month, and 10 percent profit on each cleaner sold. The salesman got $10 on each machine sold, the Eureka Company got $5 down, the manager got $2, and the result was everybody made money. The manager in New York enjoyed a $25,000 a year income, and big money was common all over the United States. Salesmen could make a good living selling cleaners."

A. L. McCarthy sold vacuum cleaners house to house in 1912 in Pittsburgh, is still active in the business, and has become an expert on cleaner advertising.

Advertising works just like the old pitchman used to work, he says.

—End

Now Perfection is selling only through independent distributors...

our dealers make more money

"Our selected distributor can give you 'on the spot' personal help—that will increase your sales and profits."

C. W. MILLSOM, *Vice President Sales*
Perfection Industries

Your money isn't tied up. Your distributor carries most of your stock. He can deliver immediately.

You'll get a faster turnover. You carry only fast movers. And you'll move them fast with exclusive Perfection features.

You'll get a profit from every sale. Perfection products are priced for profit. It costs you *less* to do business when you deal with a Perfection distributor.

You'll have a product priced for every customer. The same prices you used to pay direct and you also get personal distributor service.

Your Perfection distributor has a complete line. A really wide range of Space Heaters, Window Air Conditioners, Ranges and Water Heaters—gas, oil, electric.



Your Perfection distributor has a complete program. A complete dealer advertising and promotional program to tie-in with Perfection's national advertising.

Attention—There are a few territories still open... call, wire or write Perfection today!

Perfection® DIVISION OF HUPP Corporation

GUARANTEED COMFORT... SINCE 1888

Perfection Industries • Cleveland 10, Ohio



(Shown) *Longport*, 262 sq. in.* picture. In mahogany-, walnut-, limed oak- or birch-grained finishes (21T842)



New 14-inch* "Flight-Line" portable—compact, easy-to-carry. *Nassau*, 108 sq. in.* picture. In ebony finish or bark gray finish (14PT802)



New "Glide-Along" rollaround goes where *you* please. *Langston*, 262 sq. in.* picture. In mahogany-, or limed oak-grained finishes (21T840)

RCAVICTOR PRESENTS A NEW LEAN, CLEAN,

Here's how RCA Victor surpasses its own famous performance!



New "Mirror-Sharp" picture! Tube face is *mirrorized* with millions of phosphor crystals for sharpest black-white contrasts in TV!



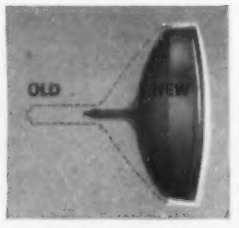
Balanced Fidelity FM Sound! Cuts out interference. All components are scientifically balanced—like RCA Victor High Fidelity!



New "High-Sharp-and-Easy" tuning! All controls high on side, easier to get at. New "Channel Equalizer" keeps all signals strong, even.



"One-Touch" on-off control keeps volume as you like it. No readjusting, no needless moving of sound knob for channel selection.



New 110° picture tube! RCA aluminized "Silverama" with new angle for most picture in smallest space. On all but 14" models.



Power tuning—motor tunes to any channel. Attached remote unit controls on-off, channel, volume. On VHF Models 21RT820, 21RT842.



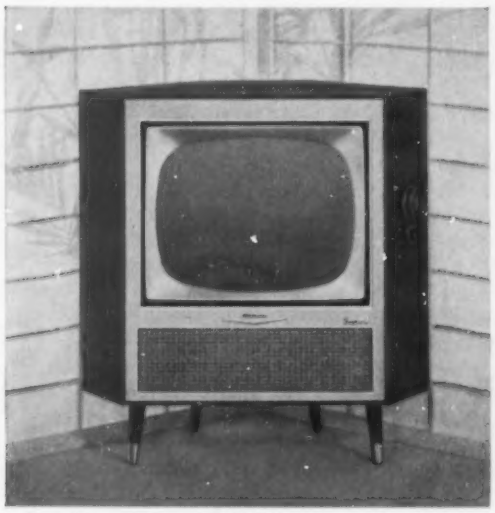
New 17-inch* "Flight-Line" portable with sharp, family-size picture. *Graduate*, 156 sq. in.* picture. In ebony finish or bark gray finish (17PT807)



New 21-inch* portable TV and table TV (shown) that swivels. *Portland*, 262 sq. in.* picture. In mahogany-, walnut-, or limed oak-grained finishes (21T824)



New compact table TV with power tuning—attached remote control. *Clement*, 262 sq. in.* viewable picture. In ebony finish (21RT820)



New "Custom-Corner" TV gives room-wide viewing. *Malvern*, 262 sq. in.* picture. In mahogany-, walnut-, with blond face, or birch-grained finishes (21T847)



New "Touch-Turn" swivel TV aims the picture at *you*. *Harding*, 262 sq. in.* picture. In mahogany-, walnut-, or limed oak-grained finishes (21T848)



New console fits close to wall, saves up to 9½" floor space. *Cunningham*, 332 sq. in.* picture. In mahogany-, or limed oak-grained finishes (24D865)

KIND OF BLACK-AND-WHITE TV—

MIRROR-SHARP!

29 new models with less bulk, more sell in every set!

Not just a face-lift! Not just one or two new features! RCA Victor completely redesigns TV—inside and out—with major advances you can easily sell. *Everything's new*—consoles, lowboys, table TV, "Flight-Line" portables, there's even *corner* TV!

See how lean and clean TV can be! The cabinets are sleek, slender, fit in beautifully where other TV couldn't go at all. They save up to 36% floor space, fit close to wall. The old space-stealing bulge in back of the set is gone for good!

There's plenty of extra selling power in the new "Mirror-Sharp" picture, sound and tuning, too. The features shown at the left are typical of dozens that can put more money in your pocket.

See your RCA Victor distributor soon. He can give you all the help you need to make the Lean, Clean Line your profit line.

RCA VICTOR
Trade(s) RADIO CORPORATION OF AMERICA

At your service! In almost every TV area, the RCA Service Company can provide expert installations and maintenance of RCA Victor TV sets on a contract or per job basis. Check the Yellow Pages of your phone directory for the branch nearest you!

*Picture tube, overall diagonal (inches)	14	17	21	24
Square inches of viewable picture area	108	156	262	332

NAED—THE WHOLESALER'S STORY

CONTINUED

velopment, also were quite active in the formulation of continuing localized programs among electrical men to "Electrify America!" A big target was the American home. The Household Motor Driven Devices Committee—now the Electric Housewares Committee — was formed in 1920 and, during many years, contributed greatly to the tremendous development of such leading appliances as the electric refrigerator, the vacuum cleaner and the electric clothes washer. From its very inception, the committee began a program to educate distributors in the selective development of their contractor-dealer customers. Under its leadership, distributors organized their radio and appliance departments so that they could constructively pioneer and merchandise these specialties. That they have succeeded is apparent.

Servicing many new and unfamiliar household devices became an important part of the distributor's function. The committee included sales promotion and sales training plans in its scope. In 1924, it began a program of dealer education on electrical refrigerators. This was two years before refrigerators began to attract real public attention with the introduction of the totally enclosed, noiseless models. Television was a topic of deliberation by the Radio Committee as far back as 1928!

Packaging was likewise new to the industry. During the years, the Household Motor Driven Devices Committee took every opportunity to strongly urge appliance manufacturers to properly package their products. For one example: by 1925 complaints about receiving vacuum cleaner motors and nozzles without the handle deluged distributors and dealers. Handles and cleaners came in two packages. The ultimate customer often received the motor with the wrong handle. This hurt sales, no doubt about it. As simple as it may seem now, this problem, and many others like it, took years of education by the committee's appliance members to solve.

Campaign for Voltage Standards

Each new appliance accepted by the public brought more problems. Toward the end of the 1920's, distributors, through their national association inaugurated a campaign to standardize such important selling points as odd voltages and contact pins. They vigorously tackled the pressing problem of labeling products for easy identification. This took many years. National brand name advertising, which had done so much to make the American public appliance conscious, was continually commended and urged as a very important part of the overall appliance merchandising concept.

The association, from its very beginning, undertook to aid its members to reduce their operating figures to the lowest possible level by studying and reviewing every item of selling expense and by eliminating those which were not fully justified. Comparatively little was known on the national level of this phase of the business for many years. In 1925, along with other wholesale groups, the renamed National Electrical Wholesalers Association agreed to supply the Commerce Department with the cost of doing business figures based on percentages. The idea was to collect such important information—in a particular trade—to use as a measure by which all members would be able to make valuable comparisons. At the time there was great reluctance among all trades to supply such figures. The project eventually was abandoned but the N.E.W.A. members continued to improve their own cost studies.

The first truly comprehensive census of the electrical wholesaling industry took place in 1935. Among other things, it showed that, while the industry for the most part had been singularly free from many of the growing pains of youth, the distribution of household electrical merchandise varied considerably. In addition to the electrical wholesaler and appliance dealer, there were mail order wholesalers, manufacturers' branches, manufacturers' sales offices, utilities, agents, etc., all selling electrical appliances.

Recovery From Depression

Distributors' sales, which in 1933 had been off 64% from the peak 1928-1929 period (as reported in a trial census), had started improving by 1935 but were still far from satisfactory. Modernization of industrial plants had brought about the first real improvement of apparatus sales. Radios, appliances and specialties now accounted for 30% to 40% of the business. Sales of incandescent lamps, both large and miniature, set a record. Substantial gains also were reported in sales of household refrigerators, electric ranges, automatic heating devices, fans and commercial air conditioners.

Despite the recession that followed, the electrical wholesaling industry in 1938 required the services of more employees—40,000 of them—than such long established trades as clothing, home furnishings, dry goods, drugs and hardware. The following year again was good. An important consideration at the association's meetings was the development of fluorescent lamps and television.

With the coming of World War II, OPA shutdowns and priorities brought about an almost complete halt to the production of appliance goods. In 1942, a special N.E.W.A. Post-War Planning Committee was started. A year later the War Production Board began to make available more materials for producing civilian goods. It was also in 1944 that the association's Specialty Appliance Division was established. This division immediately started to lay plans for dealing with the acute shortage of home appliances that was certain to appear with the cessation of hostilities. Soon after the war, the specialty Appliance Division, in cooperation with the Edison Electric Institute, inaugurated the production and distribution of a basic sales training program aimed at the electrical appliance industry.

The post-war years witnessed a revolution in the distribution of electrical household equipment. The market was there, ready, willing and able to pay.

Long established appliance manufacturers increased their production schedules many times over. There was a great influx of new manufacturers, both big and little, into the market. The demand for goods became so great as to drive many a budding appliance dealer and distributor to the wall looking for something to sell.

Appliance trade-ins, mostly prewar models, offered just one big problem. Pyramiding of orders had manufacturers guessing just what was genuine and how many would have to be cancelled. Surplus materials, available in many trading areas, served further to disturb price conditions. Television started gaining popular appeal and a scramble for distributor franchises developed.

650% Sales Jump

Throughout these turbulent years the N.A.E.D. Specialty Appliance Division was extremely active in a program of gathering a deeper insight on operating costs and in developing aptitude testing methods for salesmen. Its appliance distributor members carried on continuous activities in sales training, sales promotion and publicity. They campaigned for the increased use of warranties, repair parts services, and tagging of appliances for all around better store management. By the end of 1948 electrical wholesale distributors' sales were up 615% and inventories up 650% of the 1939 average.

Then a slight business decline started. In the electrical field, more and more appliances were becoming a drug on the market. This was indicated by the highly intensified interest shown in sales promotional activities and improved selling methods. Discount houses, catalog-retail operators, premium houses and the like appeared on the scene at the same time.

Within a few years, about the start of the Korean War, wholesalers had found it necessary to give increasing attention to the credit situation. Many dealers, who had entered the field since 1945, were not doing so well. The same was true with newly started and inexperienced contractors.

For the past seven years electrical wholesale distributors have been plagued by rising costs coupled with decreasing profit margins. The market had changed from a sellers' market to a buyers' market. The change was gradual —it did not happen overnight nor in any particular section of the country.

12¼% Margins in 1955

The distribution revolution was in full swing. An increasing number of appliance manufacturers merged their operations or disappeared from the scene. There were fewer exclusively specialty appliance wholesalers. The consumer already was sold on those household appliances which were near the saturation point. For the sake of a brief comparison, appliance wholesalers, who had operated on an average gross margin of about 25% in 1922-1925, were operating on an average gross margin of 12¼% in 1955. All over the nation, household appliances, and major appliances in particular, had become increasingly unattractive to the apparatus and supplies wholesalers who had pioneered their market development.

Two years ago, after many months of painstaking study, research and conferences, it became quite clear that the work of the N.A.E.D. could be better accomplished in those lines where manu-

facturers used multiple wholesale distribution as against single line or exclusive distribution of major appliances. It was, and is, the association's belief that electrical apparatus, electrical supplies, and electric housewares need multiple distribution. The subsequent dissolution of the 11-year old Specialty Appliance Division was recognition of a trend which had become a fact.

The reorganization of the N.A.E.D. covered those products customarily sold through multiple wholesale distribution to contractors, dealers, industrial accounts, municipal accounts and public utilities. It was felt that, by concentrating its efforts in these fields, the National Association of Electrical Distributors could better serve all wholesale distributors. But as part of the electrical industry, the N.A.E.D. continues to maintain a strong interest in and be a strong ally of the major appliance distributor.

Plug for Housewares

The work is accomplished chiefly by continual contacts with the major appliance industry through its wholesale distributor members who also figure importantly in the sales of electric housewares. Approximately 54% to 59% of electrical housewares sales are distributed through electrical wholesale distributors. These figures indicate a recognizable pattern of distribution in this industry. It is the purpose of the Electric Housewares Committee to strengthen this pattern and to see to it that nothing happens to undermine it.

Electrical wholesalers know, from many years of pioneering experience, that this is a hard job. But it must be done. For some time now the committee has been engaged in new cost studies involving the services of the full-functioning distributor. These studies are being undertaken along the tried and true lines of past commodity committees whose efforts ultimately proved to be of benefit to the whole industry.

These studies, however, are conducted with the realization that manufacturers of practically all products are faced with rising costs. At the same time, the payroll trends in the electrical wholesale industry reveal that, during recent years, sales were up 28%, but salaries were up 33%. Transportation costs are rising and will continue to rise. So are warehousing costs and the costs of commercial money.

Nevertheless such costs embrace the traditional functions of the electrical wholesale distributor. The Electric Housewares Committee presently is attempting to arouse the N.A.E.D. membership to the possibilities and potentialities of an all-out effort to merchandise electric housewares and to impress upon manufacturers the value of the electrical distributor in the wholesale distribution of his products.

The first step in this program is to impress upon distributors their historic place in the electric housewares field by suggesting ways that they can build a satisfactory solid return for their companies by organizing to render a full service.

Electrical housewares manufacturers are in a position to buy a proven and tested distribution service because it is necessary to the movement of their products. The manufacturer, first, must clearly know the distributor's value. Then he must make use of that knowledge.

Definite results already can be measured in several product lines. N.A.E.D. is working along with manufacturers in developing a brochure which will be distributed to dealers in large quantities to help them in their sales of vacuum cleaners and floor polishers. During special committee sessions, distributors and manufacturers are being presented with an opportunity to discuss the catalog numbering and packaging of electric clocks, thus appraising manufacturers with problems in a field where identification of products is not clear.

Manufacturers will be able to learn first hand of the experience of cross-sections of electrical housewares distributors. As a result of the N.A.E.D. Electric Housewares Committee, a common meeting place is provided for manufacturers and distributors to get together, to compare notes, to get reactions and to swap ideas concerning the products that are of mutual interest.

The earlier Radio Committee and the Household Motor Driven Devices Committee, the later Specialty Appliance Division, with various consumer products, in different degrees and during other times, set the pattern for success.

In a way, history does repeat itself. The record shows that the manufacturer of electric housewares products needs wholesale distribution. And many electrical wholesalers must have electric housewares products. Eventually, sooner rather than later, the two groups, so vitally dependent upon one another, will work out solutions compatible with their mutual interests. *End*



How to pick up the chips in the...

Water Heater Business

Step right up with your ready-picked winner . . . the Toastmaster Water Heater line! It's the big line known by consumers from coast to coast, a trademark that's a familiar word in every household.

Make your selection of fuel types . . . and you're right, no matter which you choose, because Toastmaster Automatic Water Heaters offer both gas and electric models—to meet the requirements in your trading area, whether urban or rural. Electric models are equipped with the exclusive Life-Belt* Element, the longer-lasting element that won't let lime or scale form inside the tank. And you have a choice of heavily, evenly galvanized tanks or Ionodoglas* tank lining! Gas models come with famous Robertshaw-Grayson universal controls and burner with interchangeable orifice and lint-free pilot. All Toastmaster Water Heaters are insulated with heat-saving, money-saving Fiberglas.

In the round-and-round of business, you'll find no wider range of water heaters. Toastmaster* offers three styles; round electric models from 30 to 120 gallons. Gas: 20, 30 and 45 gallons. Table-top electric models: 30, 40 and 50 gallons. And keep your eye on the new higher-wattage Quick-Heat Toastmaster Water Heaters . . . A double winner! Your utility company can give you details about high-wattage models in your trading area.



McGRAW-EDISON CO. • *Clark Division*
5201 West 65th Street • Chicago 38, Illinois

*"Toastmaster" is a registered trademark of McGraw-Edison Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" toasters and other "Toastmaster," "Tropic-Aire" and "Tropic-Aire—Carrier" Products. Copyright 1957 by McGraw-Edison Co.

McGRAW EDISON

TOASTMASTER
Reg. U.S. Pat. Off.
Automatic Water Heaters





Make friends with your customers

.nufacturing Co.
...th St., Phila. 33, Pa.
Send price of Slingabout or Wrapabout for
Model #_____ Make_____
☐ Refrigerator ☐ Freezer ☐ Dryer
☐ Range ☐ Washer (specify)
NAME_____
ADDRESS_____
CITY_____
ZONE_____ STATE_____

You sell the *appliance* on your showroom floor, but when you deliver it, you sell *yourself*. So if you want your customers to remember you with pleasure, do a professional job on every delivery. Protect appliances such as ranges and refrigerators with Webb Slingabouts.® They guard the appliance against bumps and scratches, spare customers' paint and woodwork. Webbing handholds help men maneuver appliances smoothly into place. For further information about Slingabouts (water - repellent canvas jackets lined with soft flannel), fill in the coupon opposite.

WEBB
SLINGABOUTS
For Radio, TV, Air Conditioners, ask about Wrapabouts®

THE NARDA STORY

CONTINUED

phis was chosen to head the organization. His greatest work was in the area of manufacturer relations in which the dealers and manufacturers made great headway toward understanding each other's problems. This program, still very young, is a constantly continuing part of NARDA's basic activities.

In January, 1954, Vergal Bourland succeeded Johnston, but his term of office was cut short due to ill health and Harry Price, then a vice-president, was chosen to complete the year. He also served as president in 1955.

That year one of the most daring experiments of the association was undertaken and Price shouldered the responsibility and the work-load for this almost single-handedly. The retailers established their own school, the NARDA Institute of Management at The American University in Washington, D. C. Here they analyzed the bewildering trends retailing of appliances and television had developed and methods of adjusting their operations to them. The Institute was so highly successful that the original group of 50 which attended in 1955 was doubled to 100 in 1956 and is scheduled for 200 in 1957.

Regional Meetings

Dealers attending the national convention, held each January in conjunction with the Winter International Home Furnishings Market, increased in number from a few dozen to many hundreds during this period. Local NARDA chapters sprang up in large and small communities throughout the country. Led by Emerson Dole of Wichita, a program of regional meetings was established and many such meetings are held annually all over the United States.

Don Gabbert of Minneapolis was elected NARDA's president in 1956 and he continued the programs launched earlier, putting even more careful planning and pre-set organization into many of them. In January of this year he was succeeded by Ken Stucky, the man who created NARDA's Uniform System of Accounting, served as treasurer from the late 1940's until the early 1950's and had stuck with the outfit from its rough beginnings to its period of widespread recognition as a positive force in the industry and an enlightened spokesman for the nation's retailers.

Members of the Board of Directors include Gabbert, Farr, Price, Tom Carmichael of Seattle, Steve Feinstein of Boston, Joe Fleischaker of Louisville, Dole, R. V. Finch of Medford, Ore., Glenn Flinn of Tyler, Tex., Stuart Greenley of Flint, George Johnston of Minneapolis, Wallace Johnston, C. D. McMullin of Toledo, R. D. O'Callaghan of Des Moines, Frank Pieratt of Lexington, Al Robertson of Oklahoma City, W. H. Sharpe of Atlanta, Sam B. Singer of St. Louis, J. R. Westwood of Billings and Harold Witham of Bakersfield. *End*



"THAT'S JUST IN CASE A FUSE BLOWS WHEN I'M COOKING DINNER."

60

3-WAY COMBOS

- MODERN
- TRADITIONAL
- PROVINCIAL
- CHINESE



Model No. KD119W

- WALNUT
- MAHOGANY
- LIMED OAK
- MAPLE
- EBONY

MORE STYLES!

Sell from Olympic's hi-fashion stylings that meet all your local customer preferences . . . Modern, Traditional, Provincial, Chinese! Sell from a complete selection of decorator cabinets in genuine fine furniture woods . . . Sable Walnut, Limed Oak, Mahogany and Maple, plus Ebony-finished Hardwood!

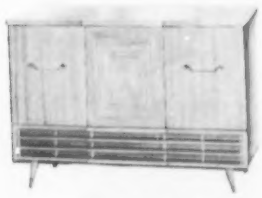
MORE FEATURES!

Sell Hi-Fi TV with 3-D, the new Olympic "exclusive" that adds Dynamics, Definition and Dimension to TV sound! Hi-fi TV . . hi-fi AM/FM radio . . plus hi-fi 4-speed phono . . "3-way fun all in one . . for the price of TV alone!" High-fidelity multiple speaker sound system, power transformer chassis!

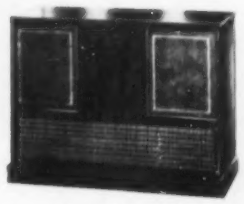
MORE PROFITS!

Sell more, profit more, with the industry's most successful pricing-merchandising formula and widest variety of models . . that gives you a free hand to meet competition and win top profits! Plan your sales for profits you will keep, with Olympic's consumer-tested, premium value combinations!

THE INDUSTRY'S MOST COMPLETE COMBINATION LINE!



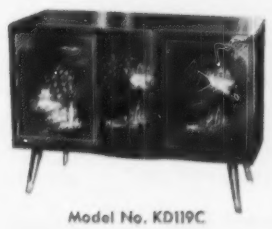
Model No. KH406B



Model No. KD120M



Model No. IKB88P



Model No. KD119C

Olympic

Get much more! Call your Olympic Distributor!

AFFILIATE OF UNITRONICS CORPORATION

QUALITY VALUE 22 YEARS

World's Leader in Combinations • TV • Radio • Hi-Fi • Air Conditioners • Olympic Radio & Television, 34-49 38th Avenue • Long Island City 1, N. Y.

AS ADVERTISED IN: LIFE • SATURDAY EVENING POST • LOOK • HOUSE BEAUTIFUL • EBONY • N. Y. TIMES MAGAZINE

YOUR CUSTOMERS BUY FAN-GLO HEETAIRES WHEN THEY SEE THIS WARRANTY

NEO-GLO HEATING ELEMENTS

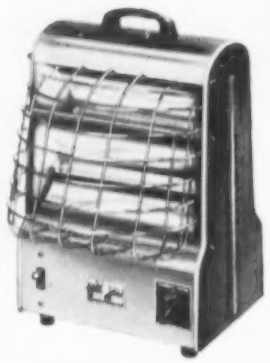
GUARANTEED FOR LIFE!

NO OTHER ELECTRIC HEATER HAS SUCH A GUARANTEE!

Every NEO-GLO Element is GUARANTEED for the lifetime of the FAN-GLO HEETAIRE! That means, if the NEO-GLO element in any portable FAN-GLO ever burns out, we'll give you a new element ABSOLUTELY FREE!



DELUXE AUTOMATIC FAN-GLO Model 135T-136T $34.95 LIST PRICE



AUTOMATIC FAN-GLO Model 197T-198T $24.95 LIST PRICE

3-SPEED FAN-GLO (Manual) Model 195-196 $22.95 LIST PRICE



And NEW for '57!

LOWEST PRICED AUTOMATIC Model 40T-41T $14.95 LIST PRICE



HI-LO THRIFTEE FAN-FORCED HEETAIRE! Two Speed Switch Model 45-46 $14.95 LIST PRICE

Fan-Forced THRIFTEE HEETAIRE Model 43 $12.95 LIST PRICE

Plus HEAVY DUTY (220-240 Volts AC) Automatic Fan-Forced Portable HEETAIRES. Use one to heat entire large room — several to heat an entire home! LIST PRICE $59.95

MARKEL Electric Products, Inc. — BUFFALO 3, N. Y. — **LA SALLE** Products, Inc.

In Canada: MARKEL ELECTRIC PRODUCTS, Ltd., Ft Erie, Ontario

EXPORT OFFICE: 15 MOORE ST., NEW YORK, N. Y.

THE ELECTRICAL LEAGUES

CONTINUED

ing local conditions, requirements and the primary interest of the local industry. Out of these varied operations have come ingenious approaches to, or applications of programs which make all the difference between a partial or a major success.

Let's point up the above by mentioning just a few of the many possible examples.

Big Effort: Better Wiring

There were spasmodic and sketchy efforts to improve the home wiring situation before any really basic program was offered the industry. These early efforts took the form of outlet campaigns and the like. To the Electric Service League of Toronto, Canada (now the ESL of Ontario) goes the credit for a broad gauge approach to the problem of inadequate home wiring. Someone up there saw the need to develop a simple standard of reasonable adequacy as a minimum basis and an identifying symbol so that the builders, electrical industry and the public would have something they could recognize and appreciate. Thus in 1923 the Red Seal Plan was born. Shortly thereafter, the SED obtained the rights to put the plan to work in the United States and it was carried on through the leagues until 1933. Nothing further was done nationally until the National Electrical Manufacturers Association undertook to prepare a program of market development activities in 1935 and launched the current Adequate Wiring program early in 1938. This plan, modelled after the Red Seal Plan, can only operate effectively through local cooperative groups preferably established electrical leagues with all sectors of the industry represented in their memberships.

A commercial lighting campaign was undertaken in Chicago nearly 30 years ago. A standard of lighting performance was developed and a special identifying emblem was used. In this case it was the head of Benjamin Franklin. Today there is a national program under the aegis of NEMA.

Christmas decorative lighting was first undertaken by the electrical leagues, many years ago. Which was first, Minneapolis or Denver, is still the subject of good natured discussion between the two centers. The national outcome of this was two-fold—widespread adoption of the activity and the planting of a beautiful pine tree in Sherman Plaza in Washington, D. C. This is illuminated by the electrical industry each year under the general supervision of the Elec-



tric Institute of Washington and the lights are switched on, with appropriate ceremonies, by the president of the United States. The first president to so officiate was Calvin Coolidge.

Leagues Tested Credit Plans

Not only have leagues initiated programs, they also have been equally valuable as proving grounds for all kinds of promotions. Consider, for example, the testing out of time payment plans for adequate wiring installations as was done in Cincinnati and other centers; the appliance shows and promotions put on in San Diego, Boston, and other communities; industrial equipment shows as presented in Chicago; parades of homes as they do it in Milwaukee; home shows like those organized in Chattanooga; working with maintenance engineers initiated many years ago in Cleveland and paralleled in St. Louis and elsewhere; window display contests; cooperative advertising programs done so effectively in Philadelphia; all kinds of special appliance, television, home air conditioning and other operations that can only be done effectively and efficiently by cooperative means. This would include consultation on such fundamental industry problems as code revisions, safety regulations, sales ordinances and the like. This list is legion and the credit should go to all, but it should not be closed without mention of the latest in the chain of local activities that has become a national program. This is National Electrical Week, initiated in Detroit by the electrical inspectors and brought to the attention of national bodies by the Electrical Association of Detroit which helped greatly in working out the details of the program.

New Formation

Following the demise of the Electric League Council, the leagues found themselves without an agency through which they could express themselves in national electrical affairs. This led to the formation of the International Association of Electrical Leagues in January, 1936, in Washington, D. C. Twenty-one years later it is still performing usefully for the leagues and holds an annual conference to which are invited all who have an interest in seeing and learning how cooperation works at the local level in the electrical industry.

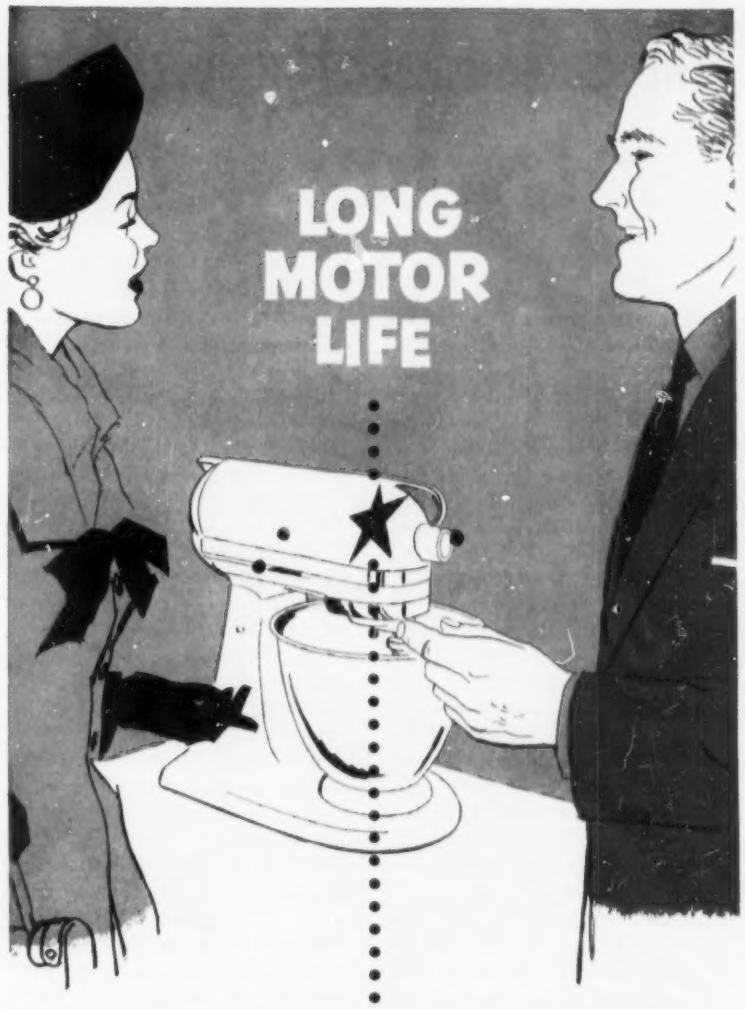
Ours is an unusual industry because it is the motivating force of all modern industry. Without the light and power and heat we offer, in their multitudinous forms, industry as we know it would not operate. And we ourselves are a very complex industry which makes us all the more interdependent. Today we hear much of electrical interdependence but, like cooperation and the electric league idea, it is not entirely new.

Rise of "Interdependence"

The meeting at Association Island, when the SED organization was first discussed, was, as stated, in 1912. It was called Camp Cooperation I. While the SED was not actually brought into being until 1913, the camp tradition was not renewed until 1922—a decade after the first camp. This was recorded as Camp Cooperation II and was organized by the SED and attended primarily by league representatives and supporters. The last league meeting held on Association Island was Camp Cooperation XI in 1931. In 1932, Camp Cooperation XII was held aboard the *Pan-American*, a cruise ship on the Bermuda run.

In Vol. 5, No. 3, August 1932 issue *Electronica* (S.E.D. organ), there is a report of the meeting under the title "Interdependence Within the Industry," New Theme of Industry's Approach to Cooperation. Good ideas, like old soldiers, never die and we all know of the splendid job done by NEMA in presenting the theme to the industry at its annual meeting held at the Waldorf-Astoria in October, 1944. This skillful and dramatic presentation made a deep impression on the industry—nationally and locally—and many leagues recorded their support of the idea by officially adopting the Declaration of Electrical Interdependence. The theme was given another boost at the 1956 annual meeting of NEMA where another outstanding dramatic presentation received merited acclaim.

From this brief discussion it can be seen that the complete story of cooperation in our industry is a long and complex one. The idea is so right, so sound and so important that we are fortunate in having had so much experience with an agency so powerful for the common good. *End*



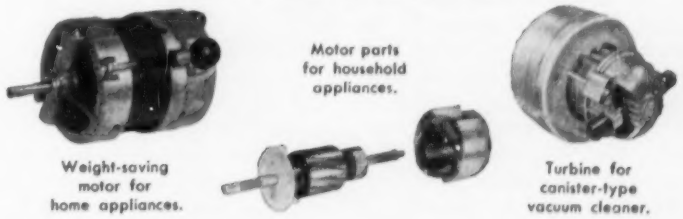
WILL HELP WIN SALES

The long life and dependability of Lamb Electric Motors has been proven in many thousand applications during the past 41 years.

In the appliance field, as well as in other fields, Lamb Electric Motors have gained an outstanding reputation for ruggedness and reliability.

Long motor life is one of the many reasons why Lamb Electric motored appliances are so popular with both dealer and customer.

THE LAMB ELECTRIC COMPANY • KENT, OHIO
A Division of American Machine and Metals, Inc.
In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ontario



Lamb Electric
SPECIAL APPLICATION FRACTIONAL HORSEPOWER MOTORS

THE EDISON ELECTRIC INSTITUTE

CONTINUED

Electric Light Association–EEI's predecessor–sponsored a National Food Preservation Council, to alert the public to the dangers of food decay and bacterial growth. The campaign closed in September, 1929, having succeeded in its objective to educate the public and lessen sales resistance. Sales of home refrigeration units boomed, with consequent benefit to all segments of the electrical and allied industries and to the public. A couple of years later the Electric Refrigeration Bureau was formed to concentrate upon sales. A national sales quota was set and the slogan, "Invest in an Electric Refrigerator," was adopted. Promotional materials were distributed, regional bureaus were established and national and local advertising carried the campaign straight into millions of homes.

Another national promotion held about that time was the Electric Cookery Council. This too was an industry-wide promotion and was a big factor in the sales of home electric cooking equipment. In 1939, EEI organized the Modern Kitchen Bureau with objectives similar to those of the old Electric Cookery Council. The Modern Kitchen Bureau was active for a number of years but, because of the second World War, was not exploited to its fullest extent until the postwar years when supplies of home electric appliances became plentiful. The word "Kitchenize" was coined to denote electrification of home kitchens and became synonymous with the modern all-electric kitchen.

Since sales mechanisms in the electric appliance fields had been geared to wartime production, it was felt after the war when supplies again became available in large quantities, that selling needed to be "reconditioned" on the local level. In 1953, therefore, EEI formed a Residential Promotion Committee (with sub-committees) to promote specific appliances. The committee, composed of about 25 utility company sales managers, represented a fair cross-section of the nation's electric light and power companies. Promotions were based on a definite time calendar, as a result of a survey made of the local picture of various electric utilities. Known as Coordinated Calendar Campaigns, these promotions were based on specific time requirements for individual appliances at the local level. The campaigns, still being conducted, are coordinated nationally by EEI's Residential Promotion Committee, in cooperation with manufacturers through their associations, NEMA and AHLMA.

The programs provide a main theme for use throughout the country by all segments of the industry. In addition, the Institute prepares various pieces of window and point-of-purchase display material for use at the local level by dealers and utility companies. Direct mail and bill enclosure pieces are also produced around the same theme and color scheme, while many additional aids are made available by other industry suppliers such as Reddy Kilowatt Inc, and by trade groups. These tie-in aids are built around the same general illustrations as used in the window and point-of-purchase display materials. All this material is listed in one main EEI descriptive folder sent to all member companies. This folder also lists ways in which local utilities can create local coordinated campaigns. The Home Service Committee also furnishes a list of tie-in ideas for local Home Service Departments.

A very successful appliance sales training course has been produced by EEI and is still in use by many utilities and dealers. The package contains film strips, records, and other materials needed for a complete training course.

Some of the more successful coordinated campaigns conducted since the formation of the EEI Residential Promotion Committee include the electric range "White Glove Clean" cooking campaign, and the "Wife Saver" dryer campaign. This year, ten coordinated campaigns are under way–two of these feature electric dryers, two feature ranges, two are on housewares appliances and there are one each on freezers, water heaters, National Electrical Week, and the new or model home market. All of these campaigns are built around the industry theme "Live Better . . . Electrically."

During 1956, over 120,000 dealer display kits were used in various campaigns; in one campaign alone, more than 18,000 of these kits were used by local utilities and local dealers. It is impossible to estimate the value of these coordinated campaigns in terms of additional sales of electrical appliances, but local dealers and electric utilities throughout the country show their confidence in the campaigns and in the materials made available by ordering increasing amounts for each successive campaign.

Farm Promotions

Farm electrification promotional and educational activities have been emphasized by Edison Electric Institute since its inception. The Martin Award (one of the first competitive awards in the industry) established in 1933, is presented annually to the company conducting the most effective rural sales and educational program. The Farm Group has participated in the Electric Water System Council, one of the first coordinated industry programs, established in 1933. The Group has developed and produced such widely used materials as the EEI Farm Electrification Manual and the Farm Electric Equipment Handbook. In '53 an additional committee was formed–the Farm Sales Promotion Committee, which continued and expanded the Group's Exchange of Information activities. Particular emphasis was placed at that time on farm lighting and in 1954 a very effective promotional kit was made available to local utilities and others interested in farm lighting. This committee is currently initiating a "Farm Better Electrically" program. All segments of the electrical industry and its allies have been invited to participate. Promotional materials are being prepared and an identifying symbol has been produced. Supporting "Farm Better Electrically," coordinated sales campaigns are being developed. Farm ventilation and water heating are to be emphasized. Display banners and other point-of-sales promotional materials are being prepared. Another subcommittee of the Farm Group has in preparation a Farm Electrification Data Book which will shortly be published.

Commercial Promotions

A Commercial Cooking Council was founded in the mid-'30s with Edison Electric Institute representing the electric utility companies and the National Electrical Manufacturers Association representing the commercial electric cooking equipment manufacturers. The council spearheaded industry efforts to promote commercial electric cooking load throughout the middle and late '30s. It was disbanded at the start of World War II. At the close of the war, the Commercial Sales Group was formed. Today it consists of five committees: Commercial Cooking and Water Heating, Commercial Lighting, Electric Space Heating and Air Conditioning, Market Development and Electrical Applications, and the Street Lighting Committee. These five committees are responsible for providing EEI member companies with sales aids and promotional materials for use in their local service areas. Among the sales aids are a Commercial Applications Handbook, Lighting Layout Forms, a Buying Motive Handbook, manuals dealing with various commercial applications and source catalogues of promotion and demonstration equipment.

Better Light Better Sight

As previously mentioned, there are two organizations in which EEI participates–the Industrial Electrification Council and the Better Light Better Sight Bureau. The Bureau was organized in 1934; its objectives were and still are to foster through educational means a better public understanding of the relationship of light to sight, and of the contribution to good seeing which is made by better lighting in schools, homes, offices, and industry. To achieve this, the Bureau produces booklets, films, teaching aids for use in schools, and a bi-monthly magazine.

EEI Annual Awards

In 1933 the Institute began to administrate two commercial awards offered to electric light and power companies. They were the Thomas W. Martin Award, donated by Thomas Martin, Chairman of the Board, Alabama Power Co., and the George A. Hughes Award offered by the Hotpoint Company. These two original awards have been augmented through the years by five additional commercial awards and one educational award. The total number of awards is now eight offered to utilities for outstanding promotional efforts in the sales areas of kitchen and laundry appliances, rural load building activities, commercial cooking, industrial lighting, commercial and residential lighting promotion and education, home service and industrial electrification. Twenty-two awards were presented in the various classifications of these eight contests for the year 1956.

ZENITH® SALES* CONTINUE AT RECORD BREAKING PACE ...MONTH AFTER MONTH

DECEMBER 1956
BIGGEST TV SALES IN HISTORY*

JANUARY 1957
BIGGEST TV SALES IN HISTORY*

MARCH 1957
BIGGEST TV SALES IN HISTORY*

APRIL 1957
BIGGEST TV SALES IN HISTORY*

MAY 1957
BIGGEST TV SALES IN HISTORY*

Zenith sales-upswing* continues—due to sound merchandising practices, exciting timely promotions, and quality products, while the industry lags behind.

Zenith Radio Corporation
CHICAGO

Dear Mr. Dealer:

Thanks!

Your wonderful reaction to the sound Zenith merchandising programs and timely Zenith merchandising planning, together with Zenith quality, performance and styling, have made it possible for Zenith total unit TV sales to dealers in the first five months of 1957 to continue to hit all time highs.

Specifically, total distributor's unit TV sales to dealers for the first 5 months of 1957 were the biggest in any January through May period in Zenith history, and the upswing continues, while the industry lags behind last year! Zenith unit radio sales to dealers continue upward month after month with Zenith's rate of sales running well ahead of the industry—and Zenith high fidelity sales are booming!

To back up Zenith's pledge to give you something to sell besides a "price tag"—NEW style, NEW design, NEW features, NEW exclusives—I urge you to see your Zenith distributor and see the ALL NEW 1958 ZENITH line that has been developed to give you more sales at a fair profit.

Very truly yours,

L. C. Truesdell

L. C. TRUESDELL
Vice-President, Director of Sales

*UNIT SALES TO DEALERS COMPARED TO SAME MONTH IN PREVIOUS YEARS

See the Sensational NEW 1958 Zenith TV, Radio and High Fidelity line at your Zenith Distributor!!!

QUALITY BY
Zenith
The Royalty of Radio, Television, High Fidelity

Backed by 38 years of leadership in radionics exclusively. Also makers of fine Hearing Aids.

ZENITH

In every product the quality goes in before the Zenith name goes on
ZENITH RADIO CORPORATION • CHICAGO 39, ILLINOIS



REVOLVING SHELVES. A simple touch puts all foods at your fingertips. Another touch adjusts shelves up or down to accommodate a bulky turkey or a flat pie.



BIG, ROLL-OUT FREEZER. Up to 175 pounds of frozen food glide out toward you at a gentle touch, just like a filing cabinet. Four nylon rollers let the freezer roll out silently and smoothly.



NEW "STRAIGHT-LINE" DESIGN. Refrigerator fits flush with walls and cabinets. New filtered, forced-draft condenser system is at bottom of refrigerator, eliminates coils on back of cabinet.

Sell the best selling-features in the business . . .

Only General Electric gives you all three!



MODEL BH-15. General Electric Refrigerator-Freezer. Other "Straight-Line" models: BH-13, also BH-12 with freezer at top. Available in Mix-or-Match Colors and white.

Here they are, the three most demonstrable features in any refrigerator line . . . every one a General Electric "first" and a major sales advantage for the retailer.

Out on selling floors all over the country, these features are stopping the shoppers.

In fact, today's biggest, single selling-feature in refrigerators is General Electric's exclusive revolving shelves. And General Electric dealers have already sold more than a million General Electric Refrigerators with revolving shelves.

Extensive national advertising is dramatically spotlighting the new General Electric Refrigerators, pointing up the ease, convenience and beauty value of these important features.

. . . PLUS THESE GENERAL ELECTRIC CONVENIENCES!

- Magnetic Safety Door
- Revolving Vegetable Bins
- Adjustable Door Shelves
- Mini-Cube Ice Trays
- Automatic Butter Conditioner

and

- General Electric Dependability!

Progress Is Our Most Important Product

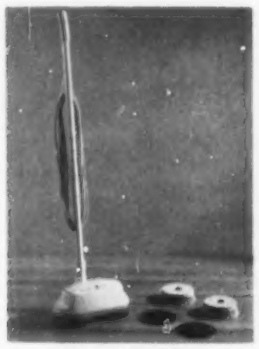
GENERAL ELECTRIC

ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS



ANNA A. NOONE
New Products Editor



G-E Polisher

General Electric Co.,
Housewares & Radio Div.,
Bridgeport, Conn.

Device: G-E floor polisher, FP-1.

Selling Features: Contoured sides for reaching into low kick space under appliances and furniture; vinyl bumper permits cleaning up to walls without marring; finger-tip control switch at handle grip; 22-ft. cord; comes with buffing pads, polishing brushes and scrubbing brushes; polishing head swivels down for storage; white and gold, weighs 12 lbs.

Price: $49.95.

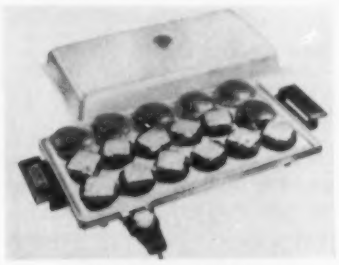


TRADE-WIND Ventilator

Trade-Wind Motorfans Inc.,
7755 Paramount Blvd.,
Riviera, Calif.

Device: Trade-Wind hood ventilator for use with built-in ovens.

Selling Features: Incorporates Trade-Wind 300 cfm twin centrifugal blowers installed in the back part of the over-the-oven cabinet, leaving front section available for storage; a choice of 2 styles in 24, 27 and 33 in. lengths for single oven units, and a 45 in. length for double ovens; hoods come in antique copper, stainless steel and copper; a snap-in, easy-to-clean filter is located under hood; an inlet duct carries hot, contaminated air from hood to ventilator which exhausts it to the outside; a built-in backdraft damper is standard equipment and interchangeable horizontal or vertical discharge is provided; prewired, with built-in "on-off" switch; automatic thermostat control turns on ventilator should oven become overheated.

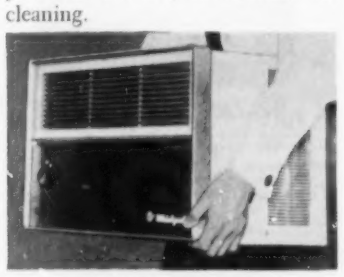


DORMEYER Griddle

Dormeyer Corp.,
Kingsbury & Huron Sts.,
Chicago, 10, Ill.

Device: Dormeyer Grill-Well No. 9900.

Selling Features: Over 20-in. long, big enough to cook 15 hamburgers; drainage wells on 3 sides; reservoir at one into which meat juices drain for easy basting; polished cast aluminum with polished aluminum cover, and steam vent optional; Dormastat, thermostat plugs into unit and provides variety of temperature controls; immersible for cleaning.

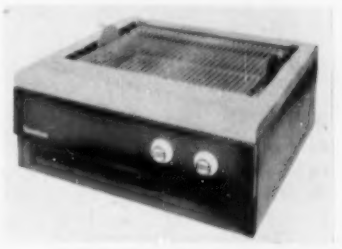


RCA-WHIRLPOOL Air Conditioner

Whirlpool Corp.,
St. Joseph, Mich.

Device: Featherweight 75 portable, plug-in lo-amp air conditioner.

Selling Features: Weighs 90 lbs.; easily moved from window to window; has a ¾ h.p. compressor motor rated at 6,000 Btu's per hr.; operates on 115 volts; draws 7½ amps.; 21 in. wide and 14 in. high and deep—fits any window; a kit for flush mounting comes with unit; single rotary control; adjustable grill; built-in thermostat and thermal overload protector; aluminum cabinet has 2-coats baked-on aqua enamel; aluminum front panel with frost blue and white.

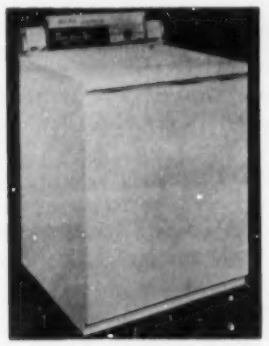


STANTHONY Broiler

Stanthony Corp.,
5341 San Fernando Rd. W.,
Los Angeles, 39, Calif.

Device: Stanthony Electramic built-in broiler.

Selling Features: Uses bed of ceramic refractory "cerra-coals" instead of charcoal; are brought to proper broiling temperature by 4000 watt, 220 volt element; 3-position switch gives high, medium or low heat control; signal timer mounted on control panel reminds when to turn meat; can be used in standard kitchen or playroom without expensive brick or masonry; comes in hi-baked enamel with hardwood top; micro switch cuts off power when cover is in place; easy to clean; divided chrome plated grills tilt to drain off fat; electric rotisseries available as accessory; fits into standard cabinet 24 in. wide, 28 in. high.



EASY Washers

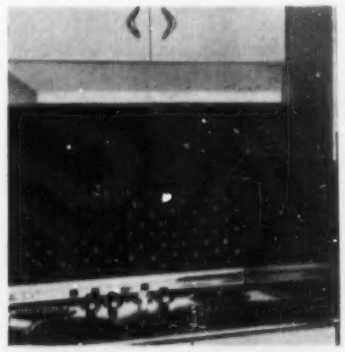
Easy Laundry Appliances Div.,
The Murray Corp. of America,
919 N. Michigan Ave.,
Chicago, 11, Ill.

Models: Two medium-priced automatic washers—Commander and Patrician brings Easy 1957 line to a total of 6 models.

Selling Features: Commander, similar in appearance to Riviera, has all-fabric, automatic laundering variability including 3 wash water temperatures—hot, warm and cold; 2 rinse temperatures—warm and cold; 3 load sizes; a soak cycle if desired; 2 wash cycles—normal and fine; and complete flexibility in wash time cycle; plus "whirlaway" spin-dry system; porcelain-finished, top has counter balanced aluminum lid finished in baked enamel; white baked enamel cabinet with chrome trim; fluorescent light illuminates work surface and newly-designed "Mastermind" dial panel. A second model with special "suds-saver" mechanism is available slightly higher.

Patrician has fully-automatic service such as 3 wash water temperatures, 2 rinse temperatures; single-cycle timer dial provides automatic control from start to finish; porcelain-finished top; baked enamel finished aluminum lid.

Prices: Commander, $349.95; Patrician, $288.95.



YOUNGSTOWN Vent Hood

Youngstown Kitchens,
Div. American Standard Co.,
Warren, Ohio

Device: Youngstown Kitchens ventilating hood.

Selling Features: Mitered corners, axial flow air removal system; available in 30, 36 and 42 in. widths and in enameled coppertone or brushed chrome finishes. Hood comes completely wired; a single switch operates ventilator and light; Youngstown cabinets 18 in. wide and 3 in. high in 3 widths are cut out to accommodate hood and provide extra storage space on either side of 17-in. round duct; vent hood has 9-in. filter; axial flow air-removal system has specially designed blades.

NEW PRODUCTS



G-E Mixers

General Electric Co., Housewares & Radio Div., Bridgeport, Conn.

Models: New portable and all-purpose mixer models M-27 and M-25 respectively.

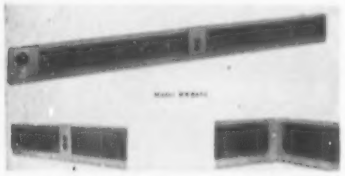
Selling Features: Portable M-27 has new removable 6-ft. cordset; weighs less than 3 lbs.; 3-speed control; beater ejector and heel rest; available in white, yellow, turquoise and pink.

All-purpose model M-25 has 2 mixing bowls—1½- and 3-qt. sizes;



can be used as a stand mixer, or, by removing mixing head from stand, as a portable; features 12 mixing speeds, beater ejector, heel rest for head, which can also be hung on wall; yellow or turquoise.

Price: Portable, $18.95; all-purpose, $29.95.

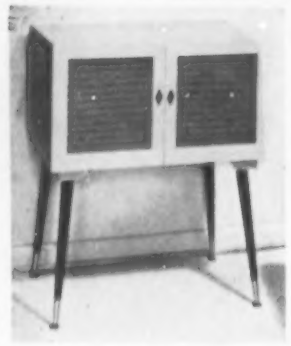


BERKO Baseboard Heater

Berko Electric Mfg. Corp., 212-40 Jamaica Ave., Queens Village, N. Y.

Device: Berko 650-watt glass radiant baseboard heater.

Selling Features: Extends only 1¾ in. without being recessed; includes a baseboard level thermostat which can control up to seven sections, a duplex electrical outlet section, a 90 deg. internal corner section and a wire raceway at bottom for easy wiring; each section is 36¼ in. long; can be installed economically—no ducts, pipes, vents or recessing required; can be painted to match decor; except for element, metal enclosure remains cool to touch at all times.



IRONRITE Ironers

Ironrite Inc., Mt. Clemens, Mich.

Device: New furniture type automatic ironer No. 88.

Selling Features: Available in cherry fruitwood, and limed oak; enclosed in lift-off cabinet the same ironing deluxe mechanism is available for use in living rooms; cabinets serve as all-purpose tables; top and sides of marlite with finish that is mar proof; decorator fabric front panels; tapered legs of wood with brass tips and self-leveling feet.



REMINGTON Air Conditioners

Remington Air Conditioning Div., Remington Corp., Auburn, N. Y.

Models: Remington water-cooled Consolaires 10A62, 10A43 and 15A43.

Selling Features: 10A62 is a 1 h.p. model 12 amps for 115 volt use; No. 10A 43 is a 1 h.p. deluxe for 230 volt use; and 15 A 43 a 1½ h.p. deluxe model for 230 volt use; conversion packages are available to adapt the 230 volt models for 208 or 250 volts; the 1-h p. models have a rated capacity of 11,300 btu/hrs while the rated capacity of the 1½ h.p. model is 16,600 btu/hr; all models are 36 in. high, 30 in. wide and 13 in. "thin"; 3 cabinet enclosures are available: imported mahogany in dark or blonde finish and furniture steel in chestnut brown baked enamel. Special models are available for shipboard use; water consumption is given at 70 to 100 gph respectively.



ARVIN Fan

Arvin Industries Inc., Columbus, Ind.

Device: Arvin 20-in. portable fan, No. 7840.

Selling Features: 2-speed switch provides high and low velocities; weather-proofed for use in window; 6-pole induction motor causes no radio or TV interference; 3 aluminum electronically balanced air-scoop blades with steel hubs rubber mounted; moves 2800 cfm; 24¼ in. high, 23¼ wide and 6¾ in. deep; weighs 23½ lbs.

Price: $39.95.



BLACKSTONE Washers

Blackstone Corp., Jamestown, N. Y.

Models: Blackstone automatic No. 251 and semi-automatic No. 252 with conversion kit to convert No. 252 to an automatic whenever desired.

Selling Features: Actually No. 251 and 252 are identical with exception of control panel which in both machines function as backsplasher; all electrical components except motor have been concentrated within control panels; electrical control is kept at minimum; part of operation being effected by means of reversing motor; a 6-point rubber-mounted suspension system minimizes vibration; entire mechanism and gear case revolve during the spinning operation, to reduce vibration and noise.

No. 251 automatically provides for wash-water temperature selection; a separate toggle switch enables choice of medium or cool water rinse; a spray rinse toward end of spin cycle carries away most soap scum, soil and lint before the power rinse begins.



No. 252, semi-automatic with one dial control; each part can be controlled by operator's advancing control knob to proper position.

Conversion of No. 252 to fully automatic operation can be done in 5 min. by service man or can be done as a do-it-yourself project.

Price: Conversion kit, $50.

PERMAGLAS Air Conditioners

Permaglas Div., A. O. Smith Corp., Kankakee, Ill.

Models: 7 new Permaglas air-cooled and water-cooled units.

Selling Features: Three of the new models are self-contained, operate on 230-volt systems, available in 1¾, 2 and 3½ h.p. sizes.

Four are remote, composed of 2 units: a remotely installed air-cooled condenser coil and an evaporator installed in duct system; evaporaters designed for use with upward, downward or horizontal air flow; heavy-gauge steel cabinet, sealed cooling circuit weatherproof external condensing unit.

A selection of 47 models in all ranging in size from 2 to 5-ton capacities are available in air and water-cooled models.

Briefs



MAJESTIC announces a new Built-In Charcoal barbecue grill for indoor use called Majestic "Char-Grille" in two models Imperial and Deluxe; convenient handles and legs are available as an accessory; both models feature stainless steel top grille; heavy steel fire pan that can be moved up or down by turning crank handle on unit front; front of unit is finished in black with gold panel trim. The Majestic Co., Inc., Huntington, Ind.

NEW PRODUCTS



COMFORT-AIRE Dehumidifier

Heat Controller Inc.,
Jackson, Mich.

Device: Improved Comfort-Aire dehumidifier No. DH-70.

Selling Features: Tecumseh P-61 compressor; Freon 12 refrigerant; spiral aluminum evaporator; 4-blade single piece 8-in. fan; 8½ qt. water container of styrene plastic; furniture steel cabinet with baked enamel finish; capacity up to 3 gal in 24-hrs; 4 large free-swivel casters for moving from room to room. 2-tone finish.

Price: $119.95.

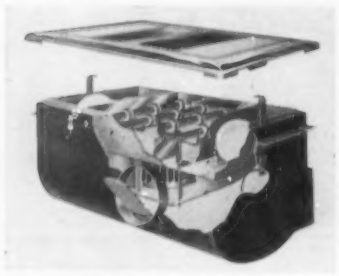


WESTINGHOUSE Xmas Bulbs

Westinghouse Electric Corp.,
Lamp Div.,
Bloomfield, N. J.

Device: New line of FL7½ varied colored flashing light bulbs in C7½ size.

Selling Features: Suitable for indoor and outdoor use; available in 5 transparent colors—green, amber, blue, red, fuchsia and clear crystal; multiple type operates in 115-125 volt range presents no burnout problems; silver bi-metal strip, an integral part of bulb, causes bulbs to flash; packed in pilfer-proof package.



PRYNE Fan-Light-Heater

Emerson-Pryne Co.,
Pomona, Calif.

Device: All-purpose single-unit Pryne fan-light-heater combination.

Selling Features: Consists of a housing 14x8x8 in.; designed to include separate fan, light and heater into one space-saving, easy-to-use unit for safer placement in bathroom ceilings; feature a 1450 watt rapid-heating chrome coil with Mirrolux Alzak reflector that directs heat downward; squirrel cage typefan; light consists of two 60-watt lamps on each side of unit behind white-heat resistant lenses; all are individually switched and easily removed from housing.

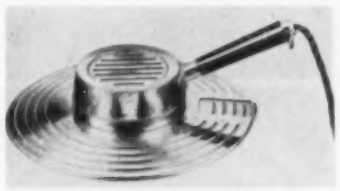


THERMADOR Fan-Heater

Thermador Electrical Mfg. Co.,
5119 District Blvd.,
Los Angeles 22, Calif.

Device: Thermador built-in fan-heater NW.

Selling Features: Each heater has top located finger-lift switches for fan and heat, neon indicator light, thermostat for automatic control and safety thermo-cutout; grille and frame style gives flush appearance. Front grille is removable for cleaning gold baked enamel finish; fits between 16 inch studs; requires no special framing; operates on 240 a.c.; available in 2000, 3000, 4000, and 4500 watts with or without thermostatic control.

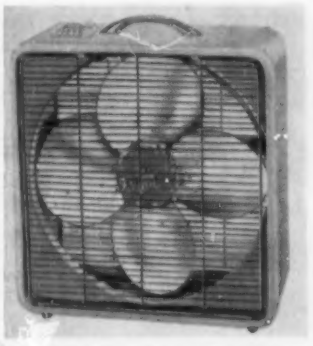


KAM-KAP Pura-Chef

Kam-Kap Inc.,
1107 Broadway,
New York, N. Y.

Device: Cooking fume converter.

Selling Features: Fits over pots and pans; looks like metal hat with broad rim and an air-slotted crown; handle extends from crown and carries heat resistant cord and plug by means of concentric circular ridges and adjustable notch in brim. The air-inhaling dome fits over any pot or pan on range; upslanting handle rises through notch and sliding plate closes remaining gaps; —not a cover but a dome that allows air to reach food permitting open cooking on a.c. or d.c. and swallows smoke, smell and smudge.

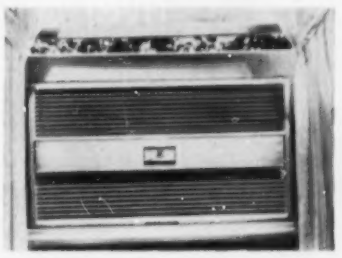


FRIGID 20-In. Circulator

Frigid Inc.,
128 32nd St.,
Brooklyn, 32, N. Y.

Device: Frigid 20-in Thermo-control, electrically reversible, portable air circulator No. PR20.

Selling Features: Thermostatically controlled to turn fan on or off as temperature changes; just one setting; portable, with carrying handle; polished aluminum, 4-blade rubber mounted propellers; 3 quiet speeds —1,000, 800, 600 rpm; ⅛ h.p. motor, 3520 cfm; finger tight chromeplated safety guards front and back; baked 2-tone gray finish; panels adjustable from 25 to 35 in.; window panels available.



CARRIER Air Conditioners

Carrier Corp.,
Syracuse, 1, N. Y.

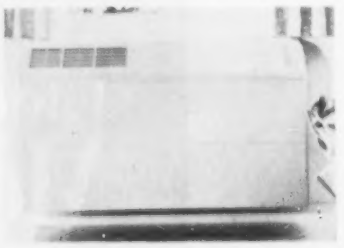
Models: Super-Crestline "Room Weathermakers" designed to operate on reduced electrical requirements.

Selling Features: Included in series is a ¾ h.p. unit requiring only 7½ amps of current designed for use on most household circuits; and a 1-h.p. model which operates on 115 volts.

Both Super Crestline and Crestline models feature a "power cooling" control similar to automatic transmissions in cars that employs a 2-step thermostat that "shifts gears" electrically when room temperature approaches desired setting—fan then slows down, decreasing cooling but increasing removal of excess moisture, thereby maintaining a more constant temperature and humidity at same time preventing frequent on-off cycling.

Another economy-priced Starline model is also featured in new line.

All window models have high-style "flush" grille extending less than 2-in. into room.



For homes and commercial establishments with steam or hot water heat another thin 1957 Console Weathermaker can provide year-round comfort; by including a "wet heat" coil to replace the radiator. The Console will provide cooling, dehumidification heating, air circulation and filtering control through all seasons; can be installed one room at a time without affecting rest of heating system. Thinnest model in line, it can be built into wall, suspended from window opening; no duct system is required. In window duct occupies only 6 in. of height; special seal for opening permits window closure when not in use; does not cut off light and eliminates outside overhang. In wall, only 6 in. of overall depth projects into room. Available in ¾ and 1 h.p. sizes.



SILEX-HANDYHOT Cultivator

Chicago Electric Div.,
The Silex Co.,
6333 W. 65th St.,
Chicago, 38, Ill.

Device: Silex-Handyhot electric cultivator.

Selling Features: Breaks up soil in a swath 6 in. wide and as deep as 5-in.; motor gears packed in grease; tempered steel blades; safety switch shuts off instanteously when trigger is released; rubber grip on handle for easy and non-slipping operation; auxiliary handle for easy maneuverability; oversized guard protects bushes and plants from cutters; a.c.-d.c. motor.

Price: $44.95.

How to measure

Electrical
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of the
industry
for
over 50 years...









a magazine's IQ*

...use the number of editorial awards it's won!

Electrical Merchandising's Greater *IMPACT QUOTIENT Creates More Market Action

12 editorial awards in 8 years is a record unequalled by any other Appliance-Radio-TV publication. To give you a brief on just one of these editorial excellences: Electrical Merchandising won the INDUSTRIAL MARKETING award for its *Special Report on Trade-Ins* in 1955. Editor Howard Emerson travelled 7000 miles interviewing 57 dealers, 18 distributors and 9 major manufacturers. Their answers to his questions plus 300 photographs grew into a detailed photostudy of methods used to solve the trade-in problem then plaguing the industry. Market reaction to this series registered with orders for 11,800 reprints of the articles plus hundreds of favorable comments from all industry sources.

Discovery and analysis of market-shaping factors are key with our editors whose depth reportage has earned Merchandising higher **Impact Quotient.** Leading dealers and distributors, quick to sense the feel and forecast of the market, have consistently voted Merchandising most useful for sales ideas. Merchandising was also voted most useful for advertisements with the ads being read as intently as the editorial. In 1956 advertisers invested in this *Market Action Mood* by placing more Appliance-Radio-TV dollars in Electrical Merchandising than in any other publication serving the industry. Remember: the dealer has the power to sell or switch the consumer. That's why your trade advertising should keep *your* trade sold on *you* – with a schedule in Electrical Merchandising. You owe it to your consumer and trade advertising dollars ...

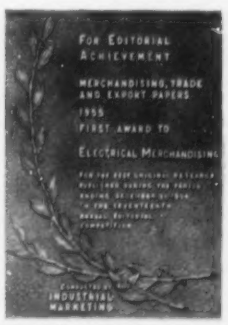
* *IMPACT QUOTIENT* TALLY SHEET

Editorial Awards Given to ELECTRICAL MERCHANDISING, 1950-1957

1950 – Industrial Marketing – Best single issue
1951 – Industrial Marketing – Best original research
1951 – Industrial Marketing – Best single issue
1952 – Industrial Marketing – Best single issue
1953 – Industrial Marketing – Best single issue
1954 – Industrial Marketing – Outstanding series of articles
1955 – ABP-Jesse H. Neal Award of Merit for outstanding journalism
1955 – Industrial Marketing – Best single article
1955 – Industrial Marketing – Best original research
1956 – Industrial Marketing – Best single issue
1956 – Industrial Marketing – Outstanding original research
1957 – Industrial Marketing – Best single issue













NEW PRODUCTS . . Television, Radio and Briefs



EMERSON Phonoradio-TV

Emerson Radio & Radio Corp., Jersey City, 2, N. J.

Models: Two 1958 hi-fi Phonoradio-TV models 1280 and 875.

Selling Features: No. 1280 combination portable hi-fi Phonoradio has a full power transformer, chassis, an aluminized 21-in. tube with 262 sq. in. viewable area plus other Emerson features; housed in modern lowboy cabinet on legs designed to blend with mahogany or blond furniture. Contains a 4-speed automatic record changer with 2 replaceable longlife styli for 16, 33⅓, 45 and 78 rpm for continuous playing of 7, 10, or 12 in. records, the latter 2 intermixed; uses a twin-speaker hi-fi sound system.

No. 875, portable 4-speed automatic hi-fi Phonoradio with twin-speaker system, housed in leatherette cabinet; available in 3 2-tone combinations; ebony and white, ivory and coral and ivory and brown.

Price: No. 1280, $298.



G-E TV Sets

General Electric Co., Electronics Park, Syracuse, N. Y.

Models: G-E 1958 TV line of 10 basic sets with appearance design variations bringing total to 19 models.

Selling Features: Entire line uses newly developed 110-deg. deflection picture tube—6 table and 13 console models; all table and 11 consoles use a 21-in. tube providing 262 sq. in. viewable area; 2 consoles are 24 in. models with 332 sq. in. area; in the 1958 line 24-in. consoles measure only 15 in. in depth.

Ten of the new sets are equipped with a power tuning device called "Electronic Tuning" a push-button mechanism located on upper right front with round illuminated window in which channel numbers appear, and is surrounded by 13 push-buttons one for each VHF and UHF selection; depressing these buttons automatically selects the desired channel-turning selector buttons independently fine tunes that particular channel; balanced fidelity sound system in table and console models; table models have speaker moved from side to front of set with speaker grill a part of tuning control panel; consoles have multiple speakers electronically matched, front mounted on a tilted baffle.

2 Horizontal consoles at top of line have 21 in. screens, high style design in fine furniture No. 21C1555 is an open-face, natural finish cherry with short tapered legs and brass ferrules; cabinet accommodates a baffle and a tripic speaker system. No. 21C1556 has same long low lines with full doors in mahogany.

A new chassis in 1958 models uses 17 tubes including picture and rectifier plus refinements in super-cascode tuner to increase sensitivity ratio.

Cabinets include metals in solid bronze color, mahogany and blond oak; pressed wood cabinets in mahogany, blonde oak and blonde mahogany and hardwood veneers in mahogany, blond oak and cherry; design ranges include traditional, contemporary, Danish modern and American provincial, in the slim silhouette.

Price: From $189.95 to $259.95 for table and $229.95 to $449.95 for consoles.



SYLVANIA Portable TV Set

Sylvania Electric Products Inc., Radio & TV Div., Batavia, N. Y.

Device: Sylvania 21-in. portable TV set, Californian No. 21P101.

Selling Features: Weighs 49 lbs; features a shorter, lighter 110-deg. aluminized picture tube; cabinet depth reduced to 15⅞ in.; has 261 sq. in. viewable area; metal cabinet available in 2-tone colors.

Price: $199.95.



ANDREA TV Sets

Andrea Radio Corp., Long Island City, 1, N. Y.

Models: Fairlane and Avondale custom built 21 in. TV sets.

Selling Features: Employs new Andrea ultra-video chassis of horizontal, single unit design, using 23 tubes, heavy duty transformer and inverse feedback sound amplifier driving 2 front mounted speakers; cadmium plated, all components are over-sized and climate sealed; modern lowboy design cabinets in fine hardwood solids and veneers. Avondale has sliding full tambour doors.

Prices: Fairlane, $349.95, mahogany; $359.95 in blonde or ebony and $369.96 in walnut-fruitwood on cherrywood base. Avondale, $399.95 mahogany; $409.95 blonde or ebony; $419.95 for walnut-fruitwood on cherrywood base.



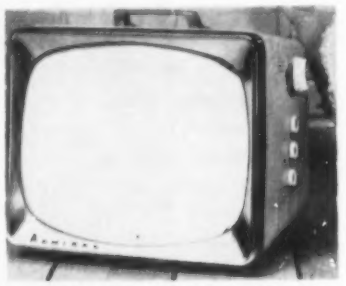
ZENITH 1958 TV Line

Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, 39, Ill.

Models: Zenith 1958 TV line consists of 60 sets; 21 hi-fi TV and FM-AM hi-fi phono combinations; a new series of 21- and 24-in. models; and a series of "Space-Command" models.

Selling Features: New series of 21- and 24-in. models use new horizontal chassis in combination with new short picture tube; shorter front-to-back tube measurements permits slimmer, trimmer cabinet silhouette; 8 models in decorator collection as well as 13 other sets are equipped with Zenith's Space-Command remote TV tuning, which uses "silent sound" too high in pitch for human ear to hear; "electronic ear" of receiver hears the commands and set responds instantly turning on and off, changing channels, silencing and restoring sound as viewer directs from across room. Other highlights include "self-supporting" portables with its own permanently attached, swing-down and fold-away legs; 3- and 4-speaker consoles for hi fi; a Zenith-developed Wavemagnet antenna that eliminates "rabbit ears" is standard on 5 portables and is available as an accessory for any make or model.

Prices: From $139.95 to $575 for entire line; decorator collection from $299.95 to $625. Space-Command models from $269.95 to $575.



ADMIRAL Portable TV Sets

Admiral Corp., 1191 Merchandise Mart, Chicago, 54, Ill.

Models: Admiral 1958 portable TV sets in 14 and 17 in. sizes featuring slimline design and a 110-deg. aluminized picture tube.

Selling Features: 14 in. series available in 4 decorator colors with a choice of steel or aluminum tapered cabinets in baked enamel or leather-grained vinyl fabric covering; all have contour grip handles; power plated chassis assembled by automation and full size components; weigh 24 lbs.; have a 38-in. "power tower" single arm antenna that drops out of sight when not in use. Cascode tuners, new sound circuit, curved optic filter screen, 3 IF stages are other features; cabinet front is easily removed for cleaning window and tube; special spool on back for winding up cord when carrying set.

17-in. series in 4 colors contain all features of 14-in. models including a new type range finder control which "customizes" set to the distance from the TV station, and a powerful 15,500 volt chassis; 17-in. models weigh 30 lbs. A variety of adjustable table or floor stands available for both models.

Prices: 14-in. models from $129.95 to $159.95; 17-in. models, $159.95 to $189.95. UHF-VHF models available for $20 and $25 additional.

NEW PRODUCTS



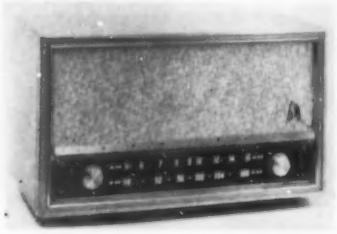
HOFFMAN TV Set

**Hoffman Radio Div.,
Hoffman Electronics Corp.,
Los Angeles, Calif.**

Device: Hoffman Moveabout Furniture 17 table TV Set.

Selling Features: Shallow-profile table model uses 110-deg. picture tube; measures 14½ in. deep; 14 tubes; a power magic neutrode tuner; age for all-area performance and built-in antenna; available in walnut, mahogany or limed oak with matching utility tables also available in 3 finishes.

Prices: Walnut, $169.95; mahogany and limed oak $179.95; tables, $14.95.



ADMIRAL FM-AM Radio

**Admiral Corp.,
1191 Merchandise Mart,
Chicago, 54, Ill.**

Device: Admiral table FM-AM radio No. 304.

Selling Features: Contains 7 tubes including rectifier; a 4x6 in. oval speaker; precision slide rule tuning; rod antenna for AM and built-in loop antenna for FM, plus provision for connecting external FM antenna; a straight AM radio version is also available in same type sierra wood cabinet.



WEBSTER Intercoms

**Webster Electric Co.,
Racine, Wis.**

Device: Webster Teletalk intercom systems—Administrative, 2000; Executive, 3000; and Com-ette.

Selling Features: Administrative and Executive series systems for business and industry both are transistorized models with printed circuits, new "telebar" touch control and other "custom" features as standard equipment; combination light and buzzer annunciators available on most models; special miniature relays; feather-touch talk-listen control switch; "no-snoop" silencers; separate pilot and busy-signal lights and special sound controls; choice of duo-tone cabinet styles—walnut with gold grille or driftwood silver with rose gold grill; capacities range from 6 to 24 stations without annunciators and from 6 to 12 with annunciators.

Com-ette, a low-cost intercom for home and small business.



**GRUNDIG-MAJESTIC
Portable Radio**

**Majestic International Sales Corp.,
70 Washington St., Brooklyn 1, N. Y.**

Model: "Trans World Ambassador AM-FM-short wave portable radio with marine band.

Selling Features: Available in beige or green; new marine band 1.5-4.2 mcs; receives coast guard and official government weather reports; separate bass and treble controls; rechargeable batteries, telescoping antenna, tambour sliding cover, a.c. or battery operation.

Price: $159.95 without batteries.



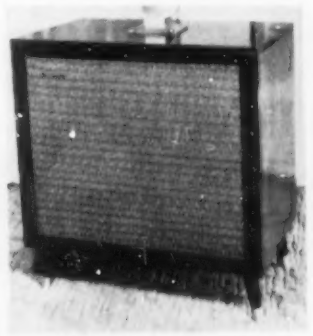
DYNAVOX Hi-Fi

**Dynavox Corp.,
40-05 21st St.,
Long Island City, 1, N. Y.**

Device: Dynavox 4-speed hi-fi deluxe portable phono No. 877.

Selling Features: Designed with a hi-fi a.c. push-pull amplifier with a frequency response of plus or minus 2 db from 40 to 18,000 cps; drives 5 watts of undistorted power output; separate bass and treble controls; variable volume control for independent tone blending; features a deluxe VM 4-speed (78, 45, 33⅓ and 16⅔ rpm) changer that intermixes speeds and with new switch-o-matic control shuts off amplifier and changer after last record has been played; tone arm has a hi-fi cartridge with 2 sapphire permanent type needles; two 6 in. pm heavy duty Alnico V extended range speakers in a reflex bass baffle chamber with anodized aluminum speaker grills; separate jack for external speaker; plywood cast with Fabricoid cover in blue mist, suntan and rawhide.

Price: $119.95.



SONIC Hi-Fi Consoles

**Sonic Industries Inc.,
19 Wilbur St.,
Lynbrook, N. Y.**

Models: Sonic Hi-Fi consoles, 2100, 2000 and 590,

Selling Features: All models feature printed circuit chassis, a deluxe imported record player with a 4-pole motor for constant speed; shuts off automatically.

No. 2100, deluxe console has ultra-linear, push-pull type 34-watt amplifier and pre-amplifier with 20 to 20,000 cps response; 2 heavy duty Jensen 12 in. coaxial speakers; amplifier utilizes negative feedback to eliminate distortion; special loudness contour circuit; record changer equipped with G-E variable reluctance cartridge.

No. 2000 full size console has 20-watt amplifier and pre-amplifier with 20 to 15,000 cps, negative feedback, loudness contour control; Jensen 12 in. coaxial speaker; G-E reluctance pickup cartridge; record storage in cabinet; both available with FM-AM radio.

No. 590 consolette has 6-watt, push-pull amplifier, negative feedback; two 8-in. coaxial speakers; 50 to 15,000 cps response; dual sapphire styli on changer.

Prices: No. 2100, $279.95 in mahogany; $10 extra for limed oak, walnut, blond or Sonic-fruitwood; No. 2000, $179.95, mahogany; $10 extra for blond; No. 590, $119.95, in mahogany; $10 extra for blond.



WEBSTER Tape Recorders

**Webster Electric Co.,
Racine, Wis.**

Models: New line of Ekotape tape recorders —290 Stereophonic, 270 AV and 280.

Selling Features: No. 290 Stereophonic tape reproducer is also a complete monaural recorder and reproducer; can be used with available radio or hi-fi speaker or with a companion speaker; features a stacked-type head; each speaker has individual tone and volume controls for maintaining perfect balance between the two; silver-flake black case with brushed aluminum controls and trim.

270 AV, designed for audio-visual education field features "child-rated" controls; special luggage-type case with reinforced corners.

No. 280, has professional controls, hi-fi reproduction; silver flake black color scheme; 2-speed operation, matched for voice and music; V.U. meter indicator; gear driven, finger-touch selector control; accurate tape indexing on program finder; twin speaker system with cross-over network; automatic shutoff at end of tape; optional full-track or half-track head.

TV BRIEFS:

George Koch Sons, Inc., Evansville, Ind., announces a low-styled TV table in satin black with brass plated arms and casters, or all brass finish. Ball bearing swivel casters; top adjusts from 15x19 to 15x32 in; overall height 15½ in.; Price, about $20.

VINETTA Handy-reel No. 500 designed to solve problems of summer living and appliance use on patio etc. Provides a 25 ft. extension cord for radio, TV, hi-fi, toaster, coffee warmer that winds up when not in use; easy clamps for attachment to TV table legs etc; plugs into standard outlet. Vinetta Mfg. Co., 2738 N. Sheffield Ave., Chicago 14, Ill.

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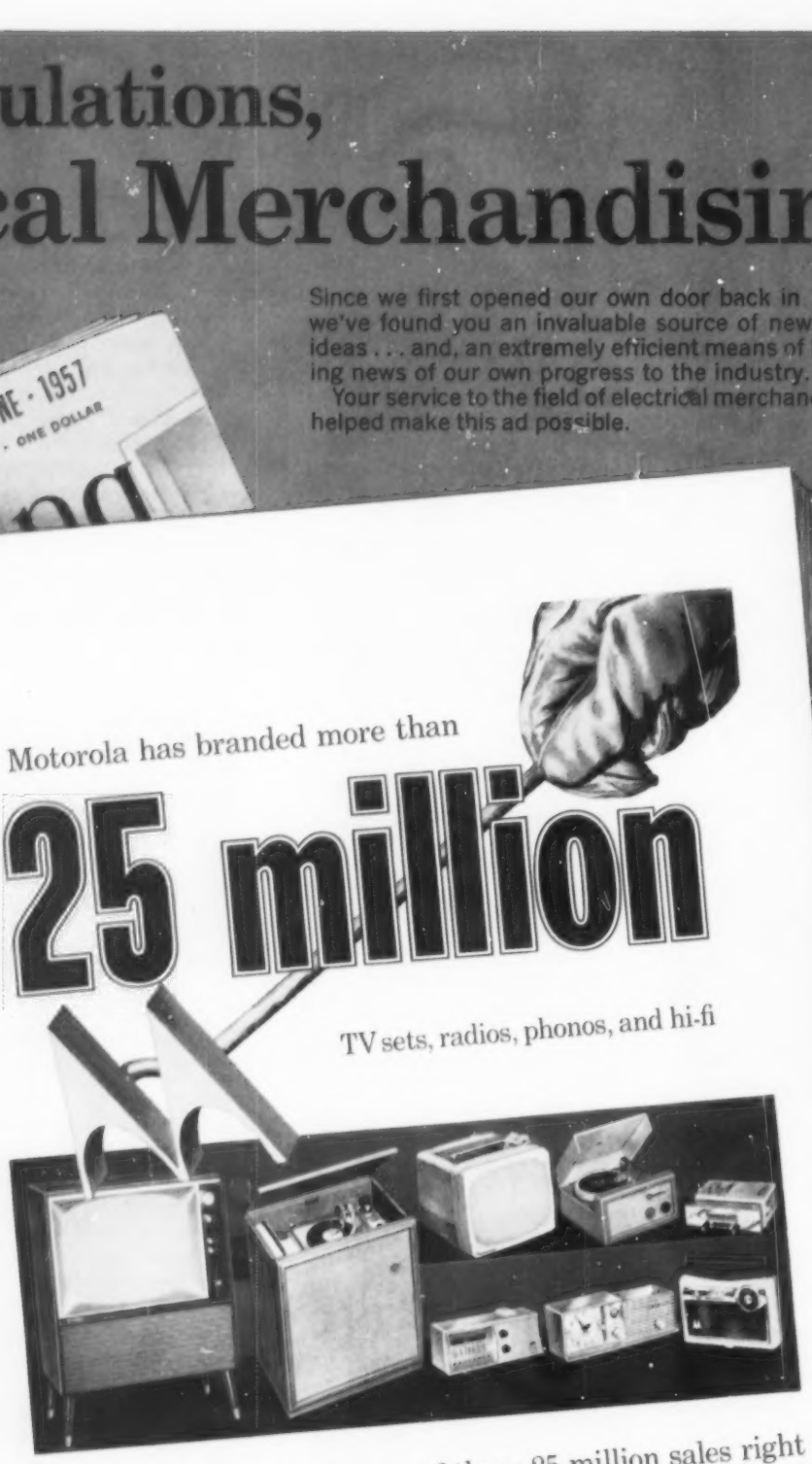
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Motorola has branded more than

25 million

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- Exclusive Roto-tenna handle on portable radios
- Exclusive ... The Tuning Handle on portable TV
- First with right-up-front tuning on TV
- Exclusive "Guest Conductor" switch on console hi-fi
- First with pushbutton on-off home radios
- Exclusive Volumatic* control on car radios
- First with transistor-powered car radios
- Exclusive easy-set lever timers on clock radios, and many, many more!

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ELECTRICAL APPLIANCE NEWS

TRADE REPORT



HARRY GRAYSON

News Editor

TV's "SLIM LOOK"

Life-Saver for the Industry?



110-degree tube
14¾ inches

70-degree tube
nearly 23 inches

90-degree tube (short neck) 17½ inches

IS television's new "slim look" going to fatten up industry sales this year?

The industry has adopted it with the hope that it will. In an effort to create obsolescence in TV sets and to beef up lagging sales, one manufacturer after another has introduced a line wholly or partially made up of 110-degree tubes.

But many observers close to the industry aren't sure that a simple design change is enough to bring the public flocking. Something is keeping the public at home—many think it is the anticipation of color—and some observers don't believe that a "new look" is going to trigger a TV rush.

Slender Sets. It can't be said that the industry isn't trying. General Electric has come out with the "slim silhouette." Hotpoint has the "slender profile." Philco's "slender seventeener" is a radical departure in styling. Radio Corp. of America has what it calls "on-the-wall TV."

It is plain that the 110-degree television tube is the industry's most talked about innovation for 1958.

To date, five big television manufacturers have gone all-out for the new slim tube. They are G-E, Hotpoint, RCA, Admiral, and Sylvania.

In addition, Westinghouse has included the new tube in about half its line. Du Mont has used it in three low-end models. Emerson (which has not shown its sets at this writing) and Motorola (which will show its line July 18-20) both have plans to use the new tube in at least part of their lines. Packard Bell uses the new tube in a third of its line. Philco's new 17-inch "slender seventeener" incorporates the 110-degree tube.

The Hold-Outs. Magnavox and Zenith appear to be the principal hold-outs. Both companies are reportedly sticking to the 90-degree tube, albeit the shortnecked variety. Du Mont, which has given way on its low end, maintains that the 90-degree tube produces a sharper, higher-quality picture.

To spark consumer acceptance there will doubtless be vast sums of money poured into advertising. The slender sets will be "sold" to the public by RCA, Admiral, and G-E—all of whom are big consumer advertisers.

The big question: are the design changes radical enough to trigger consumer demand for the smaller cabinets?

In line with the industry trend, however, even those manufacturers not favoring the 110-degree tube are shaving inches off their sets by use of the 90-degree short neck tube. This takes an inch off the depth of their sets, gives them a new faceplate, and reduces weight by 2.5 pounds.

Not Unanimous. Despite apparent enthusiasm for the slim look, manufacturers aren't unanimous as to the benefits of the 110-degree tube. Zenith, for instance, is featuring a new "Sunshine" picture tube, a short and aluminized straight-gun type without an ion trap magnet. It is claimed that this tube avoids heat and distortion problems afforded by 110-degree tubes.

The advocates of the 90-degree tube claim better picture quality. They say that the new faceplate of the 90-degree short neck tube immunizes sets from pincushioning (the most prevalent complaint about the 110-degree type). Thus they contend that quality advantages offset the slightly greater depth.

Exploiting Design. Meanwhile, despite arguments as to the relative merits of the two types of tubes, manufacturers are playing design advantages to the hilt. RCA, for instance, even has a "custom corner" 21-inch console (110 degrees) that fits neatly into the corner of a room. It constitutes a conspicuous answer to a major decorating problem. All RCA sets, incidentally, have completely enclosed picture tube bases, allowing sets to be placed closer to the wall—hence the "on-the-wall" slogan.

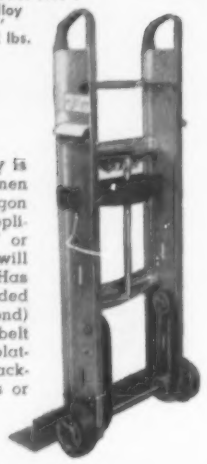
MORE ▸

* Admiral Corp. Photo

the NEW YEATS "Shorty"
STATION WAGON & PANEL PICK-UP
appliance dolly



YEATS Model No. 5
Aluminum alloy
Height 47"
Weight 32 lbs.





Folding platform is 13½" x 24½"—attaches instantly. (Platform only) $9.95.

Only 47" tall, this new YEATS dolly is designed for TV and appliance men who make deliveries by station wagon or panel truck. No need to detach appliance for loading into the "wagon" or pick-up . . . the YEATS "Shorty" will slide into your vehicle with ease. Has aluminum alloy frame with padded felt front, quick fastening (30 second) strap ratchet, and endless, rubber belt step glide. New YEATS folding platform attachment, at left, saves back-breaking work handling TV chassis or table models. Call your YEATS dealer today!

YEATS "Everlast" COVERS & PADS

YEATS semi-fitted covers are made of tough water repellant fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write.

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Quick easy way
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FOR WASHERS, DRIERS, REFRIGERATORS, AND OTHERS

Model CT—with flared joint for copper tubing





Model ST—for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

The Newest in Appliance Thermostat Controls



"PROBIE"

Multi-Control by General Thermostat

Device: Plug and thermostat assembly to accommodate power appliances such as skillets, dutch ovens, saucepans, grilles with terminal prong centers from 1⅜ to 1½ inches.

Features: Probe diameter 5/16 in.; small compact unit in high heat resising black plastic case; thermal sensitivity calibrated to temperature ranges from "off" to 150-425 degs. F.; 1650 watts, 115 volts, a.c.; ventilation openings provide cooler contact temperatures. Heavy duty cord-set attached.

GENERAL THERMOSTAT CORPORATION
12 Albany St. Bartlett, N. H.

Fifteen-, 16-, and 17-inch deep cabinets are the result of the slender look and every manufacturer has them, either with the 110-degree tube or with the 90-degree short neck answer to it. A consumer trend that may have been initially sparked by thinner room air conditioners has brought the TV screen to the point where it can now blend into a room.

Depth Reduction. Proponents of the slender look, in general, and the 110-degree tube, in particular, emphasize that cabinets can now be made less than 16 inches deep and that they can be placed flush against a wall.

G-E points out, for instance, that the new tube reduces depth to such an extent that they now have in their line a 24-inch set in a 15-inch deep cabinet with a 2-inch tube cup projection.

But, despite all this, industry observers point out that thinner sets, larger screens, and upgraded merchandise may not be enough to get the consumer back into the retail store. He is apparently willing to spend his money on something he doesn't have—like high fidelity—but he is watching his pennies when it comes to buying just a variation of something he has in his home already.

EM Has New Publisher



SHELTON FISHER



HOWARD MATEER

ELECTRICAL MERCHANDISING has a new publisher.

This month, Shelton Fisher replaces Howard W. Mateer as publisher of this McGraw-Hill publication.

The change is a result of the growth of three McGraw-Hill magazines—ELECTRONICS, NUCLEONICS, and ELECTRICAL MERCHANDISING. For the last eight years, Mateer has been publisher of all three. He now finds that ELECTRONICS and NUCLEONICS provide sufficient work load. He has consequently stepped down as publisher of ELECTRICAL MERCHANDISING.

Fisher came to McGraw-Hill in 1940 from the McCann-Erickson Advertising Agency, New York City. He has been successively promotion manager of BUSINESS WEEK, assistant publisher of SCIENCE ILLUSTRATED and, more recently, publisher of POWER and FLEET OWNER magazines.

Fisher is a graduate of the United States Naval Academy (B. S., 1934) and was employed by Curtis Publishing Co., Philadelphia, before his experience with McCann-Erickson.

Mateer first joined McGraw-Hill in 1918 when he worked in the copy service department of ELECTRICAL WORLD and ELECTRICAL MERCHANDISING. By 1924, he was N. Y. territorial manager of ELECTRICAL MERCHANDISING and remained in this position until 1932, when he left to become advertising manager for AIR-CONDITIONING & ELECTRICAL REFRIGERATION NEWS.

Mateer returned to McGraw-Hill in 1934 when he became manager of ELECTRICAL MERCHANDISING, RADIO RETAILING, and ELECTRONICS. He was made publisher of ELECTRICAL MERCHANDISING and ELECTRONICS in 1944 and of NUCLEONICS in 1949.

Mateer, a midwesterner, received a degree in electrical engineering from the University of Illinois (B. S., 1916).



HOUSEWARES

In Atlantic City
July 8 - July 12

Biggest-ever NHMA Summer Show shapes up at Atlantic City with over 8,000 buyers expected; Independent show also convenes July 7-11

With good business in the offing, according to surveys made recently by National Housewares Manufacturers Association, a record 8,000-plus buyers are expected to show up in Atlantic City July 8. These 8,000 will rove through an also-record 615 exhibits covering 1,049 booths.

For the statistically-minded, these are contained in 170,000 sq. ft., an increase of 11,000 sq. ft. over last year. Happily, the flow of air through the Auditorium will also be increased 30 percent over last year and the new air system will run 24 hours a day.

Opening day represents an experimental switch on NHMA's part. The climax of the day will be an industry cocktail party in place of the traditional dinner-dance. This change will give more people a chance to attend, it is felt. The party will be held in the American Room of the Traymore Hotel.

National pre-show surveys by NHMA showed that 69 percent of the manufacturers expected the second half of 1957 to be better than the first, while 73 percent of the buyers felt the same way. Just 4 percent of those answering felt that the second half would fall off.

The surveys also showed that most housewares users buy in the middle-price lines, according to 64 percent of retail and wholesale buyers reporting. Those buyers with more activity in the low and high ends were evenly split—19 percent with more low-price sales and 17 percent with more high-price sales.

Questionnaires were sent 615 manufacturers and 5,000 buying firms. Some 17 percent or 861 buyers answered; 37 percent of the manufacturers replied. Fifteen per cent of these made small appliances. Of the buyers, 30 percent were housewares distributors, 22 percent were department stores, 14 percent were appliance distributors; the remainder were hardware distributors (16 percent), hardware retailers (13 percent) and miscellaneous buyers for two or more classes of business (29 percent).

Buying firms answering averaged about $1 million per firm in housewares volume. Manufacturers reported approximately $500 million volume for 202 firms, an average of $2.5 million per firm. Of the total, 61 percent was in non-electric housewares from 171 manufacturers, a $1.8 million average per firm. In electrics, 23 manufacturers reported 30 percent of the total volume, for a much larger average of $6.7 million per firm.

Dividing their own sales pictures, 55 percent of the buyers said non-electric housewares provided the most sales, while 45 percent favored electrics. For 37 percent of these, fry pans, irons and fans were the top dollar producers.

* * *

From July 7-11, the Independent Housewares Exhibit will also convene in Atlantic City. Jules Karel, exhibit manager for this group, announces expansion of exhibit facilities. Three different shopping locations will be offered to buyers attending this show.

The three sites include the Hotel Chelsea, the Hotel Ritz Carlton, and the Ritz Carlton Convention Hall. "With the acquisition of the Ritz Carlton Hotel and the Convention Hall," Karel said, "we are now able to accommodate those manufacturers who were unable to participate in our last show."

Air-d-Lux Corp. 1407
Aluminum Cooking Utensil Co., Inc., The 420-422-424
Aluminum Goods Mfg. Co. 443-445-447-449
Arvin Industries, Inc., Electronics & Appliances Div. 784
Arvin Industries, Inc., Furniture & Housewares Div. 661-663-665-667

Bersted Mfg. Div., McGraw-Edison Co. 523-525-527-529-531
Big Boy Mfg. Co.....1631-1633-1635
Block & Co.....672-674-676
Borg-Erickson Corp., The.....643-645
Brearley Co., The.....318-320-322
Burgess Vibrocrafters, Inc.....801

Camfield Mfg. Co.....179-181
Capitol Products Co., Inc., The....766-768
Chelsea Products, Inc.....1354-1356
Club Aluminum Products Co. 315-317-319-321
Cory Corp. 516-518-520-522-524-526

Davis Mfg. Co.....646-648
Dazey Corp., The.....233-235
Detecto Scales, Inc.....102-201-202
Dominion Electric Corp...465-467-469-471
Dormeyer Corp. 547-549-551-553
Du Pont de Nemours & Co., Inc., E. I. 1247-1249
Du-Wal, Inc. 1423-1425

Eastern Metal Products Corp.....A7-A8
Ekco Products Co....203-204-301-302-303
Electric Steam Radiator Corp....229-231
Everedy Co., The.....668-670

Farber, Inc., S. W.....409-411-413
Foley Mfg. Co.....307-309-311
Forman Family Inc.....1154-1156
Fresh'nd-Aire Co., Div. of Cory Corp. 516-518-520-522-524-526

General Electric Co., Housewares & Radio Receiver Div. 280-282-380-381-382-383-480-481
General Slicing Machine Co., Inc..731-733
Genoa Mower Co.....1535
Geuder, Paeschke & Frey Co.....253-255

Hamilton Beach Co., Div. of Scovill Mfg. Co. 1618-1620-1622-1624
Hankscraft Co. 1726
Herold Products Co., Inc.....1231
Hoover Co., The.....572-574-576

Inland Mfg. Div., General Motors Corp. 1735

Johnson & Son, Inc., S. C.....B-59

Kamkap, Inc. 554
Kitchen-Aid Div., The Hobart Mfg. Co. 575-577
Knapp Monarch Co.....426-428-430-432
Kord Mfg. Co., Inc.....1215-1217

Landers, Frary & Clark 333-335-337-339-341
Lasko Metal Products Co.....1236-1238
Lewyt Corp. 1806-1808
Lonergan Mfg. Div., McGraw-Edison Co. 523-525-527-529-531
Lovell Mfg. Co.....1513
Lux Clock Mfg. Co., Inc., The...1327-1329

Manning Bowman Div., McGraw-Edison Co. 523-525-527-529-531
Marlun Mfg. Co.....775-777
Mastercrafters Clock & Radio Co....1116
Merit Enterprises, Inc.....1736-1737
Metal Ware Corp., The.....218
Midwest Mower Corp.....1234
Mystik Adhesive Products, Inc...1319-1321

National Engineering & Mfg. Co....1702
National Food Slicing Machine Co., Inc. 1131-1133
National Presto Industries, Inc. 248-250-252-254
Nicro Steel Products Co., Div. of Cory Corp. 516-518-520-522-524-526
Noma Lites, Inc.....743-745-747
Norris-Thermador Corp.....1627
Northern Electric Co.....1046-1048

Oster Mfg. Co., John.....1823-1825-1827

Plastray Corp. 1035-1037
Portable Electric Tools, Inc.....1421
Proctor Electric Co.....704-706-708

Regal Ware, Inc.....243-245-247
Regina Corp., The.....765-767
Revere Copper & Brass, Inc. 506-508-510-512-514
Rival Mfg. Co.....472-474-476
Roto-Broil Corp. of America 1829-1831-1833

Salton Mfg. Co., Inc.....1629
Sessions Clock Co., The....1301-1302-1303
Seth Thomas Clocks, Div. of General Time Corp. B-55
Shetland Co., Inc., The.....1318-1320
Signal Electric Div., King-Seeley Corp. 1715-1717
Silex Co., The....442-444-446-448-450-452
Son-Chief Electrics, Inc.....211-213
Sperti Faraday, Inc., Cooper Hewitt Elec. Div. 268-270
Superior Electric Products Corp.....314
Supreme Products Corp., Div. of American Safety Razor Corp.....1729
Swing-A-Way Mfg. Co.....564-566

Taylor Instrument Companies.....358-360
Textile Mills Co.....228-230
Titan Mfg. Co., Inc.....271-A
Toastmaster Products Div., McGraw-Edison Co. 408-410-412-414
Tricolor Mfg. Co.....1110-1112

Union Steel Products Co.....346-348
United States Elec. Mfg. Corp....625-627

Vollrath Co., The.....355-357-359

Waring Products Corp.....272-274-276
Welmaid Products, Inc.....342-344
West Bend Aluminum Co.....542-544-546
Westclox, Div. of General Time Corp..B-54
Westinghouse Electric Corp. 740-742-744-746-748-750

(ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the management of the National Housewares Mfrs. Assn. and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.)

MANUFACTURERS

Sweetening the Deal

Philco offers a variety of new products and inducements; including better margins, more financing, factory-paid ads and free radio warranty service

Philco sweetened its line and its deals for distributors attending the firm's annual convention in Philadelphia last month.

Principal additions to the line were (1) radical new styling for a series of 110 degree, 17 inch portables; (2) a whole series of transistor radios including a table set; (3) a "hyper-power" line of deluxe and custom deluxe TV sets and (4) an expanded hi-fi line.

Better margins, liberal financing, factory-paid local advertising, and a 90-day service and parts warranty on radios and phonos were the principal ingredients of the "better deal" offered distributors.

For Philco, long known for extravagant conventions, the three-day meeting in Philadelphia was somewhat on the austere side, probably reflecting a fact mentioned again and again by convention speakers—that the company has undertaken a "crusade" to improve its organization and its profit picture.

The Product. Most radical of the new products from a styling standpoint was the line of "slender seventeener" portables. Production will begin in mid-July on this line, which is available in flame, Aztec gold, or alligator covering. They are priced at $179.95. These sets, as well as the firm's 17-inch table line, utilize 110-degree tubes. Larger sets use the short-necked 90 degree tubes.



PRESS CONFERENCE during Philco convention finds president James M. Skinner, Jr., right, pondering a question as newsmen await an answer.

Much of the firm's TV promotion will be built around its "hyper-power" receivers which will be widely advertised as "HTV". Several models incorporate "wrap-around sound", an innovation utilizing three speakers. Company officials said this system provides "100 percent diffusion of sound around the picture screen."

Four models are included in Philco's "line" of transistor sets. Price leader is a pocket-size five-transistor set with a suggested list of $44.95. At $59.95 are a seven-transistor portable and a seven-transistor table set with a combination handle-base which permits its use as a portable as well. Top of the line is a seven-transistor portable. All operate on flashlight batteries. Eight hi-fi sets, an AM-FM tuner, and two tape recorders are included in Philco's hi-fi line.

The radio line also includes six table sets, two FM-AM sets, five clock radios and six record players and portable phonos.

New Deals. Margins to distributors have been increased an average of 3.5 percent on a "weighted, balanced selection" and on five individual TV models distributor margins are now as high as 48.5 percent. Five sets in the line have also been priced on an area pricing basis under which a distributor can set the price within a range of $10 or $20.

Philco's liberalized financing (up to 180 days on TV and 90 on radio) is a move toward some sort of permanent financing plan which the firm hopes to announce by the end of the year. President James Skinner told a press conference that the firm realized it must look further into financing.

The factory payment of the entire cost of nationally placed local ads will free distributor ad budgets so that they can be used to tie-in with Philco's "partnership" plans on the local level. Advertising manager Max Enelow told distributors that they should set aside 25 percent of their advertising funds for use in the partnership plans.

The 90-day labor warranty on table and clock radios and phonographs will be handled by authorized local servicemen. Distributors will appoint authorized service stations and the servicemen will bill Philco directly for work on the in-warranty sets.



IMPROMPTU RECEPTION LINE at Philco distributor convention last month in Philadelphia included executive vice-presidents Larry Hardy, left, and John Otter, right.



FROM BALCONY of Philadelphia's Forrest Theatre, Philco distributors look down on firm's new TV line. Next day radio line got similar introduction.

Admiral Shows Its Line

Full TV line has 110-degree tubes; heavy hi-fi line includes seven models, including printed circuits in an 8-watt portable, and FM-AM tuners in three consoles

Speaking to Admiral's international distributor's convention held in Miami Beach at the Americana Hotel, Ross D. Siragusa predicted that the flat TV wall picture should be perfected within ten years. Siragusa added that the 110-degree picture tubes, as used throughout Admiral's new 14-Model line, permit a 7-in. reduction in the depth of cabinets and are the biggest step taken in recent years.

Siragusa felt that this would have a definite effect on the American home, bringing the TV set back

into the many living rooms it has been kept out of because of its sheer bulk. The new tubes allow what Siragusa called "slimline cabinets," less than 16-in. deep.

Admiral obviously had its eye on another part of the market, too. When A. A. Medica, radio division sales manager, showed the assembled distributors the new hi-fi line, he unveiled the most complete group of instruments Admiral has yet marketed. There are seven models, ranging from an 8-watt portable to a super-deluxe 30-watt console. Three of the consoles have AM-FM tuners, while the portable has virtually 98 percent printed wiring. The high-end consoles have separate bass and treble controls, compensation controls, four speakers—many of the refinements called for by true audiophiles, according to Admiral.

Admiral also announced the development of a new wireless remote control for TV-radio-phonograph combinations. The device, called Son-r (sonar), operates through ultra-sonic waves and performs 11 functions, including turning the TV on, adjusting volume to four levels, changing stations, turning on the record changer, rejecting records, turning on the AM or FM radio, and turning off the whole works, individually. This will be available in one table TV and two consoles. All this year's sets, according to W. C. Johnson, sales vice president, have front sound and front controls.

Some 800 to 900 people attended the Florida convention, including the wives of quota-busting distributor salesmen who not only got a free ride, but an extra two days at the resort. Besides a regular dinner and entertainment on Friday night, guests attended a Hawaiian Luau-style dinner on Thursday evening.



C. R. OVERHOLSER, center, of Admiral Credit Corp., shares a joke with Roy Strassburger of Columbia, S. C., left, and Henry E. Swanton, Portland, Maine, right.



ADMIRAL'S Cuban distributor is represented by, left to right, Jose Gorguis of J. Z. Horter Co., William A. Powe, and Sergei Gomez.

ONE MAN Safely Delivers 800 LB. LOAD

with EASLOAD Appliance Truck!



WHEELS SWING FORWARD FOR LOADING ... BACKWARD TO BALANCE LOAD

Slides Upstairs Downstairs

In and Out of Trucks



YOU INCREASE NET PROFITS by cutting delivery costs with Easload Appliance Trucks. One man easily and safely does the work of two with Easload, the only truck that takes the weight off the man and balances it on retractable wheels.

The welded steel frame has protective rubber pads on the load side and tubular slide runners on the back. Heavy web belt and positive ratchet-type cincher secure appliance on truck. Load balances on large ball-bearing wheels, cushioned on 10 x 2.75 tires. Two small rubber wheels in toe plate aid loading.

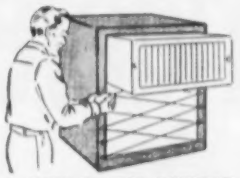
ON MONEY-BACK GUARANTEE of satisfaction order Easload today (FOB L.A.) only **$57.50.**

Colson Equipment & Supply Co.
1317 Willow Street, Los Angeles 13, Calif.

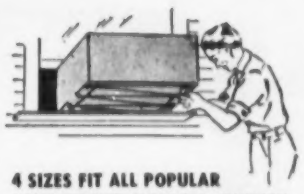
Only 8 Versatile

"ROSCO" COOLER COVERS

Fit Over 70 Coolers!



4 SIZES FIT ALL POPULAR EVAPORATIVE WINDOW COOLERS



4 SIZES FIT ALL POPULAR REFRIGERANT WINDOW COOLERS

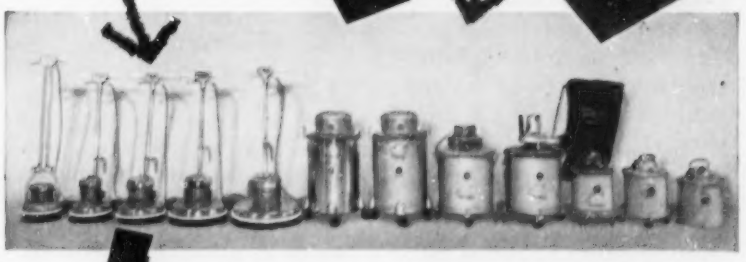
Designed to give you the highest sales potential with the smallest stock! Fit all but the most unusual shaped air conditioners. Proved by over four years of service.

- ★ Made of heavy weight 8 oz. Duck treated to repel water and mildew
- ★ Constructed with grommets in double reinforced hem for top strength
- ★ Adjustable for snug fit with lacing cords that pass through grommets
- ★ Individually packaged in attractive clear plastic with instructions and illustrations on each package

See your distributor, or write for price list and quantity discount

ROBERTSON Sales Company
P.O. Box 892 Oklahoma City, Okla.

LOOKING FOR A LINE OF PRODUCTS THAT WILL SELL IN VOLUME WITH REAL PROFIT MARGINS?



PREMIER

PREMIER heavy-duty vacuums and floor machines are it!

With a complete stock of vacuums and floor machines in both portable and heavy-duty models—PREMIER satisfies *all* cleaning requirements with economical, simply-operated, adaptable equipment. Your customers are buying PREMIER machines—why don't *you* sell them?

PREMIER offers you an *established name* in the market, a *high quality* line of machines and tools, *fast delivery*, and *advertising support*—all of which means *easy and profitable sales* for you! So why not investigate the whole story? Fill in the coupon and mail *today!*

Gordon L. Bowman, General Sales Manager
The PREMIER COMPANY
Dept. 207 755 Woodlawn Ave., St. Paul 1, Minnesota
35 Gerrard St. West, Toronto 2, Canada

Please rush me *free* information on the complete line of PREMIER products and how PREMIER can produce profits for me!

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Address_____
City_____ State_____

ALL PREMIER machines are listed, U.L., and Can. Stand. Assn.

FOR A
brighter



TV
picture

Customer confidence in local servicemen is due in large measure to the dependability of the products they use. Tung-Sol maintains quality standards that build up the local serviceman in his community.

TUNG-SOL ELECTRIC INC.
Newark 4, N. J.

Sales Offices: Atlanta, Ga.; Columbus, Ohio; Culver City, Calif.; Dallas, Tex.; Denver, Colo.; Detroit, Mich.; Irvington, N. J.; Melrose Park, Ill.; Newark, N. J.; Seattle, Wash.

Blue Chip Quality
TUNG-SOL®
Magic Mirror Aluminized
PICTURE TUBES

The Hi-Fi Bandwagon

RCA Victor plays a louder hi-fi tune with new models in every price range; stereophonic sound to get a bigger play with three models due soon

High fidelity phonographs in an impressive array of styles, sizes, and combinations were spotlighted at a recent Radio Corp. of America press showing in New York City. The line is the most complete ever marketed by the company and features an increased number of multi-speed sets, all equipped with stereo-jacks for the addition of stereophonic sound systems at any time.

Stereophonic sound thus becomes an important feature in the RCA line. In addition to nine new models in the company's "Mark" series with prices ranging from $129.95 to $2000, radio and "Victrola" division vice president and general manager James M. Toney announced that three new recorder-"Victrola" stereotape players will be marketed in late summer. All of these will record and play back monaurally.

"Mark" Series. The new "Mark" hi-fi series consists of a three-cabinet de luxe console including AM-FM radio, high fidelity, stereophonic tape player and tape recorder; three single-cabinet AM-FM radio-high fidelity combinations; two console high fidelity sets; two consolettes, and a portable. Two "45" rpm high fidelity sets, a portable and table model, were introduced earlier this year by RCA Victor.

RCA didn't neglect its television line in the race for a strong position in the booming high-fidelity market. A completely new line incorporating the 110-degree picture tube was on the floor.

The use of the 110-degree tube, of course, has enabled RCA to reduce the cabinet depth in all models. Picture tubes are completely enclosed in the cabinets. There is a streamlined series of tapered portables. Some sets are angled to fit neatly into corners. The new black-and-white line will be advertised as "Lean, Clean, and Mirror Sharp." The 14-inch models do not use the 110-degree tube, but a new-type 90-degree tube, which, is shorter, achieves the same effect.

There is a 21-inch portable in the line, the Hathaway, which is priced at $229.95. Included in the line are five portable models and 24 table and console models.

One new color set—the Lockhaven, a console in mahogany or lime oak grain ($695)—was shown. This brings RCA's color line to 11 sets. A new series of higher-priced color receivers will be added in September, it was recently announced.

Prices were up on a number of models. Costs and profit levels took the blame.

Two new AM-FM short wave radio models, a table model ($229.95) and a console ($369.95), were introduced. These models, manufactured in Europe to RCA specifications, will be marketed under the label "RCA International."

The Implications

Although the U. S. Supreme Court's decision in the DuPont-General Motors anti-trust case raises serious implications about all sorts of corporate acquisitions and mergers, it appears unlikely that it will have any effect on the appliance industry.

It is risky to attempt a prediction of future government prosecutions on the basis of the decision. For one thing, the tremendous size of the two corporations involved was a major factor in the court's ruling—and there just aren't many companies quite so big in this industry.

What existing inter-corporate relationships are now threatened? Here are some of the questions that have to be considered on this decision:

—Does Company X, as a supplier, own stock in Company Y, a customer? If so, how big a factor is Company Y in his industry and how much of his requirements for a given product does Company X sell him?

—An important factor is how big a stockholder is Company X?

—If Company Y represents as much as 50 percent of a definable industry, this seems to meet the test.

—Finally, if Company X sells to Company Y and is the biggest supplier of a given product it uses—one pretty much adapted to his particular industry—the situation seems to fit the DuPont-General Motors case.

FOR A
brighter



profit
picture

There's every reason why servicemen feel this way. Tubes they need they can get. Quality is always uniform—always up to set manufacturers' specs. Callbacks are rare. It's more profitable for servicemen to use Tung-Sol Tubes.

TUNG-SOL MAKES:

All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products.

Blue Chip Quality
TUNG-SOL®
RECEIVING TUBES

Zenith at High End

Zenith's show tab ran $100,000 but turned out to be well-spent money. With factory order files bulging, Zenith will spend $1 million in promotion

Zenith Radio entertained royally in Chicago last month. The show was good, the merchandise was right, and the prospects were promising. They must have been. When the 800 guests of Zenith, which included all distributor salesmen for whom Zenith paid the bills, left town, they left behind orders that total just about 10 percent over scheduled production at the Zenith plant for June, July and August.

There was a long, long line of products to look at, and a very special product story to tell. Zenith is running counter to the industry this year, and hasn't a single 110 degree picture tube to offer. Instead, they've got the Sunshine Tube, a Zenith-only short-neck 90-degree tube, which uses no ion trap, and provides a clearer, brighter image, according to Zenith. From the selling point of view, the new tube allows cabinets just 17-in. deep. Zenith also expects to lean heavily on the virtues of their horizontal chassis and "easily-serviced" circuits. They'll use no printed circuits in their models.

Among the good news passed on to the distributors was the word that Zenith will sponsor NCAA football this year; that there will be special hi-fi promotion on top of the regular advertising; that sales incentives will be there for salesmen who move the new products, particularly Zenith's new Wave-Magnet antennas. In getting the ball rolling to an early start this year, Zenith will spend "about a million dollars," according to Leonard C. Truesdell, vice president and director of sales for the company.

Lots of Hi-Fi. High-fidelity instruments and radios took a high percentage of the available space, even though they were competing with the 60-model TV line. Moving to the high end, Zenith showed a special "decorator collection" of high fidelity units, and combinations in special finishes and colors. These, as well as more than a dozen other TV receivers, featured Space Command tuning. For high-end fans in radios, Zenith offered the over-$200 Trans-Oceanic portable.



OLD FRIENDS Mark McGrannahan, Toledo distributor, and Erik Isgrig, Zenith vice president for advertising, congratulate each other on the new line.



ENGINEER Al Catsworth, left, of Zenith makes a point about Zenith's horizontal chassis to Jim Parks, right, of Radio Distributing Co., Saginaw, Mich.

Can You Sell Color TV . . .

. . . with an all-out promotional effort? RCA spent a lot of money in Milwaukee to find out. Sales jumped 800 percent, but dealers still have reservations

RCA closed the books on its highly publicized Milwaukee color "test" last month but it may be months before the real results are apparent.

For the record, RCA and its local distributor, Taylor Electric, consider the saturation marketing drive highly successful. Sales in the area rose from 12 to 106 sets per week during the test and RCA says the lessons it learned here will be promptly put to use in an "interim" summer campaign and in an all-out effort this fall.

Some Objections. Dealers in the area, however, aren't quite as unanimous in their appraisal of the campaign. They have some objections, which include:

(1) the test was poorly timed.

(2) dealers who had been doing a good job on color suffered because almost every other dealer in town began pushing sets, sometimes at prices considerably below what had prevailed before the campaign.

(3) the home demonstration plan was too expensive and many dealers reported poor results in converting demos into sales.

(4) offer of "up to what you paid" for black and white sets reduced profit margin on color drastically.

There was little outright opposition to the program (all but a handful of dealers signed up for it) but there was relatively little real dealer enthusiasm. The average reaction seemed to be that if RCA chose to spend upwards of $100,000 in their market (a figure which RCA will not confirm), they were bound to benefit from increased sales. In almost every case this was the result. But the objections listed above dampened dealer enthusiasm to some extent.

The Defense Replies. For each of these objections, however, RCA had a pretty good answer. In order, they are:

(1) As far as timing was concerned, RCA admits that May is no month in which to sell color sets. But the company needed the experience to plan for the fall and the poor timing offset to some extent one highly favorable condition —the heavy color programming Milwaukee enjoys. If opponents object that few other communities offer as much programming, RCA can retort that few other campaigns have been waged in the off season in such a basically conservative town as Milwaukee.

(2) It seems likely RCA will not attempt to use as many dealers in successive campaigns. It seems apparent that some RCA officials now agree with one dealer who asked "why do you need so many doorways to sell color?" There was one benefit from using so many stores, however. Dealers who had been selling color before the test had been handicapped by the negative selling done by other retailers. Once this second group took on color and made a few sales this negative selling quieted down and dealers had one less obstacle to overcome.

(3) RCA admits that the rate of conversions to sales varied but says that over-all two out of three demos were converted. One lesson learned in the campaign, however, was that the home demo wasn't an absolute necessity. One of the most successful dealers doesn't use demos at all and RCA officials think that some demos do little but postpone sales.

MORE ▸

They are convinced that many people are ready to buy color and that such sales could be closed more quickly if the dealer didn't suggest a home trial.

(4) The trade-in offer was the only promotional gimmick which hinted even remotely at a price consideration. All other promotion and advertising refrained from promising low prices or discounts. RCA officials think the ability to make money on a trade-in deal varies with the dealer. Department stores were most reluctant to go along. A number of people were convinced that they should keep their black-and-white as a second set.

The Lessons. RCA officials think the Milwaukee experience confirmed two trends which have shown up in a number of other studies. The first is that three out of four people haven't seen color under desirable conditions. The second is that neither RCA nor any other firm has overcome dealer indifference to and fear of color. One RCA man who spent the entire test period in Milwaukee told ELECTRICAL MERCHANDISING that he felt sales training and dealer educations were the keys to successful merchandising of color.

RCA executives think they proved one other thing during the test—that color TV right now is priced for large-volume sales. In support of this they point out that only 30 percent of sales were made on the $495 leader model.

The interim summer campaign will run in selected markets and will be patterned after but will not duplicate the Milwaukee test. The fall campaign will be an "all out" effort in every market.



SPEED QUEEN ATLANTIC CO. exhibit is shopped by a pair of girls. Speed Queen officials were satisfied with attendance, "rather encouraged" by reactions. Others were not so happy.

LESS INTEREST, FEWER EXHIBITS . . .



AIR CONDITIONING advantages were pointed up by the use of an old-fashioned treadle fan, in the Fedders floor space. Fedders played heavily on the company's millionth sale, displayed a "comfort museum."

. . . AT COLISEUM 1957 HOME SHOW



AUTOMOBILE AIR CONDITIONERS received some attention in the Vornado booth. This year's show was smaller than in 1956 by an entire floor, with scores of exhibitors missing.

The Canadian Dollar . . .

. . . can buy more in the United States; Canadians know it and are expected in this country in increasing numbers. This spells opportunity for housewares men

A record number of Canadian tourists will in all probability be heading for the United States this summer. Each one of them constitutes an opportunity for dealers in small appliances and housewares. These dollar-laden Canadians are likely to go on a buying spree that will include any electrical goods they can carry away in their luggage when they return home.

The rush may be so big and so sustained, in fact, that Canadian government officials are reported to be worried that this stepped-up buying spree may be too big and hurt Canadian dealers.

Already the rush to the U. S. appears to be on, judging by highway traffic, and the upswing is also noticeable by plane and rail. At the present rate, this quickened momentum across the border may bring in its wake a new record for both traveling expenditures and purchases declared under the $100 customs exemption privilege for Canadians returning from 48-hour or more trips to the U. S. This duty-free privilege can be used once by each man, woman, or child every four months.

In 1956. Last year, Canadians brought home almost $73 million worth of goods, including electrical merchandise of all sorts. Canadian government officials reveal that last year's purchases by Canadians in the U. S. constituted nearly 19 percent of all their travel expenses. Obviously, then, Canadians consider their purchases as extremely important parts of their trips.

This year, Canadian spending is expected to reach new levels because of the exchange benefit for Canadians, more cars than ever crossing the border, longer holidays for the average Canadian, and more money to spend for such purposes (the average Canadian income is up considerably).

Dealers along the border and in areas frequented by Canadian tourists would do well to familiarize themselves with Canadian customs regulations, buying habits, and travelling trends. Some in the U. S. retail trade are reportedly already planning advertising campaigns in Canadian newspapers.

Some points to remember are—

—the Customs regulations permit only $100 worth of goods for each visit of more than 48 hours just once in every four months.

—goods must be for either personal or household use and of a portable nature.

—comparing U. S. and Canadian prices is effective advertising.

—Canadians know what their dollar is worth and publicizing the differential will attract Canadian buyers. Exploiting it will repel them.

NAED "SWAPS IDEAS"

Close to 3,000 attend 49th annual conclave in Washington; appliance manufacturer booths are not a major factor; industry's distributors cry blues

Close to 3000 electrical distributors and their electrical manufacturing guests attended the four-day 49th annual convention of the National Assn. of Electrical Distributors in Washington recently. Those manufacturers who had booths in the convention's exhibit area and who represented the electrical appliance industry were few and far between. Those distributors who dealt largely in appliances spent a great deal of time bewailing business conditions among themselves.

The NAED as a whole, however, reported the convention "the best yet." Executive director Arthur W. Hooper, in his report to the membership at the final, closed session on May 29, is reported to have said that the members, working through the many NAED commodity and general committees, the officers and board of governors, had done a "wonderful job in building NAED to new heights."

Hooper conceded the dangers of "distribution by expedience," however. This he defined as meaning "that many wholesale distributors direct their major efforts only towards those avenues that are conducive to a special advantage. They say—what can I do, whether it is sound business or not, to further entice an order from you—Mr. Customer?

"To their suppliers, they say—what kind of a special deal can you offer so that I can meet the requirements my customer had dictated if I am to get his order. Meanwhile, the situation is encouraged by actions of manufacturers to supplement rather than strengthen their distribution."

Hooper said electrical wholesalers would have to, first, convince themselves, and then everyone else within reach that they represent a business that is of value to the nation's economy and to the electrical industry.

New President. George Albiez, president of Englewood Electrical Supply Co., Chicago, was elected president of the association to succeed Ralph J. Brown, manager-marketing, General Electric Supply Co., Bridgeport, Conn.

J. M. Vilett, president of Northland Electric Supply Co., Minneapolis, succeeds Albiez as vice president, Central Region. George W. Provost Jr. of Doubleday-Hill Electric Co., Pittsburgh, and J. P. Hanblen of Southern Electric Supply Co., Houston, were re-elected vice presidents of the eastern and southern regions respectively.

Francis E. Stern of Stern & Co., Inc., Hartford, Conn., and Fred H. Eiseman Jr., of Revere Electric Supply Co., Chicago, were elected members-at-large of the board of governors. The new board of governors for the coming year includes Nicholas V. Papani, The Granite City Electric Supply Co., Quincy, Mass.; R. A. Whitford, ReQua Electrical Supply Co., Rochester, N. Y.; T. W. Lauer, Rumsey Electric Co., Philadelphia; John W. Shealy, Shealy Electrical Wholesalers, Inc., Greenville, S. C.; J. J. Perry, The Electric Supply Co., Atlanta, Ga.; Emile T. Glaser, The F. D. Lawrence Electric Co., Cincinnati, Ohio; Charles L. Johnson, Charleston Electrical Supply Co., Charleston, W. Va.; Russell Beckerman, Standard Electric Supply Co., Milwaukee, Wisc.; Clyde LaMee, General Electric Supply Co., Detroit; Joe Simmons, J. P. Simmons & Co., Chicago; C. E. Butler Jr., Butler Electric Co., Inc., St. Louis, Mo.; V. F. Cole, Dakota Electric Supply Co., Fargo, N. D.; and T. C. Treadway Jr., Treadway Electric Co., Little Rock, Ark.

The 1957 McGraw Award for the most outstanding individual contribution of merit in the distributing branch of the electrical industry went to Lester E. Barrett, a past-president of the association and president of the Barrett Electrical Supply Co., wholesale electrical distributors of St. Louis, Mo.

Five former members of NAED, all retired, were presented with honorary life memberships in the association. They were Robert J. F. Cullen, formerly with the General Electric Supply Co., New York City; C. S. Powell, formerly of Graybar Electric Co., Inc., St. Louis, Mo.; A. D. Hammond, formerly with Graybar, Atlanta, Ga.; Karl L. Thielscher, formerly of Graybar, Buffalo, N. Y.; and A. F. "Squire" Head, formerly with G-E Supply, Cleveland.

Announcement was made of 32 new members joining the association.

Next year's meeting, the association's 50th, will be held together with the Western regional group, which usually meets separately, in San Francisco.



LESTER E. BARRETT, third from left, listens to NAED proceedings after receiving the 1957 McGraw Award. Barrett, a past-president of the association, is flanked by NAED executive director, Arthur W. Hooper, extreme left; W. C. Wallis, chairman of the electric heating committee, second from left; Ted Cox, managing director of the American Home Lighting Institute, second from right; and William T. Stuart, editor of Electrical Construction & Maintenance, far right.



C. O. GREEK, second from left, manager of Hoover Co.'s special products division, and Walter A. Munz, Hoover's general sales manager, center, talk with H. D. Sommer of Sommer Electric Co., Canton, Ohio, in the display area of the NAED Convention. At extreme left is W. F. Papp, also of Sommer Electric.



NEMA EXHIBIT sparks the interest of H. E. Dickson, left, Leidy Electric Co., Phillipsburg, N. J. Explaining things is R. K. Ermatinger of NEMA's electric housewares section. The display described various NEMA promotions.

The Mutschler dealer has everything in his favor when it comes to creating outstanding kitchens . . . new home or remodeling.

finest name in the kitchen since 1893

This results from thorough training at the plant, adequate sales and promotion helps, and a product that leads in new developments. Franchises are open in some territories, write for complete information.



Mutschler KITCHENS

MUTSCHLER BROTHERS CO.
Dept. 7137, Nappanee, Indiana

Assembly plants in:
Boston, Ft. Lauderdale, New Orleans and San Francisco

Something for Everyone!



WAHL

THE MOST COMPLETE LINE OF QUALITY GUARANTEED
BARBER PRODUCTS for the HOME!

MORE CLIPPERS — all styles for all types of hair. Single-Cut, Multi-Cut, Standard and Giant models. Popular price.

MORE BARBER KITS — featuring any type of clipper and any combination of accessories. Includes free instruction booklet.

MORE ACCESSORIES — vibrators, dryers, knife-shear sharpeners, combs, shears, attachment combs . . . everything for better family grooming.



MORE SALES more volume, more profit! Write for catalog sheets, advertising mats and quantity prices. Get on the Wahl "sales-wagon" now!

Wahl Clipper Corp. Dept. EM-7 Sterling, Illinois

Please send full particulars and prices on the Wahl home barber line.

Name_____

Store_____

Address_____

City_____ State_____

Profits Ebb

NARDA Survey shows modern-day low in dealer profit margins, combined with a rise in costs. With net operating profit ratio at 1.2 percent, 28 percent show loss

An all-time low in profits and an all-time high in costs make up the dismal picture painted by the National Appliance & Radio-TV Dealers Assn.'s 11th annual Costs-of-Doing-Business Survey.

Referring to this 1956 edition of the survey, NARDA president Ken Stucky commented that "these findings show a serious threat to the continuance of many needed dealers in this industry as well as most of the marginal ones."

The survey shows that the net operating profit ratio dropped to 1.2 percent of net sales in 1956 from 3.4 in 1955, thus reaching the lowest level in the 11-year history of the NARDA surveys. It was reported that 28 percent of all dealers answering for 1956 showed net losses. This is a new high.

Total costs of goods sold amounted to 67.7 percent of total sales in 1956, up from 1955's 65.7.

The survey also reveals that total operating costs in 1956 reached 31.1 percent of net sales, including taxes; in 1955, total operating cost was 30.9; in 1954, the record of 31.4 was set.

Year-end inventories are reported up 17.1 percent in dollar value over the year's starting figure. Inventories were turned only 4.2 times in 1956, compared to 5.5 times in 1955.

Dealers reporting in the survey registered a dollar sales increase of 3.8 percent over 1955, approximately the same rise as shown by all U. S. dealers in this industry.

The dryer was the only product to show a pronounced rise in its share of total sales for 1956, rising from 4.4 in 1955 to 5.7 percent in 1956.

Stucky saw more than a set of statistics in the results of the survey. "Every retailer must see in this a mandate to sharply revise some of the practices he has permitted to penetrate his business," he said.

Stucky suggested that—

—regardless of the amount of pre-selling done by national advertising, the dealer must handle only merchandise which provides him with a sufficient margin to cover his operating expenses and allow him a reasonable profit.

—retailers study all other sources of revenue available to select those which will supplement normal retail proceeds (such as finance income from credit sales, profits from the service department, and conversion of trade-ins to revenue).

—managerial diligence be exercised against uncalled-for drainages on profits (checking economy in shipping, refusing faulty merchandise from factories unless repair compensation is offered, accepting and utilizing cooperative advertising funds).

—merchants need to modernize business practices, improve their productivity, and increase business and executive efficiency.

Stucky recommended that dealers register for the NARDA Institute of Management as a good source of assistance. Institute HQ is at 1141 Merchandise Mart, Chicago 54, Ill.

Progress and Publicity

RETMA members hear of increasing electronics production and sales at their convention; NARDA's Bernsohn suggests coordinated publicity for TV Week

National Television Week came under discussion at the 33rd annual convention of the Radio-Electronics-Television Manufacturers Assn. in Chicago recently. The National Appliance & Radio-TV Dealers Assn.'s managing director A. W. Bernsohn contended that the week would be more successful if a professional publicist could be hired to direct and coordinate publicity efforts. The proposal involved expenditure of approximately $15,000.

RETMA's executive vice president James D. Secrest, as a result of the discussion sparked by Bernsohn's proposal, is investigating the

possibility of raising the money.

Meanwhile, the dates of National Television Week have been moved up to September 8-14, two weeks prior to the originally-planned period. The change was made in order that extensive new fall merchandise promotion programs by manufacturers and dealers could coincide with the week. The new dates immediately follow Labor Day, a time when new model television receivers appear on showroom floors and advertising and promotion campaigns reach their high point.

National Television Week will again be sponsored by RETMA, NARDA, the National Assn. of Radio & Television Broadcasters, and the Television Bureau of Advertising.

Portable Volume. Those attending the convention also learned that attainment of volume production of portable TV sets and transistor radio portables marked the highlight of the set business during the past year. At least this was the opinion of Robert S. Bell, president of Packard-Bell Electronics Corp. Bell said that approximately two million TV portables were produced and that transistor radio portables manufactured in the 1956-57 fiscal year numbered 1.25 million.

RETMA marketing data policy committee chairman Frank W. Mansfield reported that a new record in dollar value of sales has been established by electronics manufacturers during the fiscal year 1956-57. Mansfield said that the "dollar value of sales by the manufacturers is estimated to be nearly $5.7 billion vs. $5.5 billion during 1955-56."

Association president Dr. W. R. G. Baker, in his annual report, said that the past year has been one of continuing growth of the electronics industry, and though "our industry is currently producing electronic equipment and parts at the rate of better than $6 billion a year—higher than ever before—the ceiling is not in sight."

Foreign Gains. Ray C. Ellis, chairman of the RETMA international department, stated that, despite strong competition in foreign electronics markets, the success of the electronics industry in the export field in this country last year was "quite remarkable." Ellis indicated that a downward trend "which has prevailed for the past few years" has been reversed.

Those attending the convention also heard that 34 manufacturers of electronic equipment encountered financial difficulties last year. Max F. Balcom of Sylvania was awarded the 1957 RETMA "Medal of Honor."

Cooperative, But . . .

. . . not willing to abandon their distributors in the matter of parts distribution—this is the attitude of the manufacturer (G-E) at Parts Jobbers Convention

Policies toward independent jobbers were highlighted during the annual convention of the Appliance Parts Jobbers Assn. in Miami Beach, Fla., recently.

John H. Miller, manager of General Electric Co.'s appliance and television receiver service, assured the delegates that G-E would give full cooperation in working out arrangements for independents to obtain parts and product information through G-E distributors. Miller defended the company's policy against any system of parts distribution which would parallel the distribution now handled by exclusive G-E distributors.

G-E distributors at some 100 points in the country are doing "a good conscientious job" of distribution in support of the company's marketing program of home laundry equipment, Miller said.

"I tell the distributors they have full responsibility for consumers getting good service," Miller said. "That means, among other things, that they must stock slow moving parts as a responsibility to the consumer. If we set up a paralleling system of distribution, they could dodge part of this responsibility and would lose part of their enthusiasm."

"You independent parts jobbers would reach the independent service men. I don't question that. However, what we have to do is to balance that fact against a possible breakdown in our distribution system."

Disappointing. Miller's statement of policy was accepted with little debate, although delegates expressed the comment that "it wasn't what we hoped to hear." The only extensive comment came from Sanford Mandell of Cleveland, who said, "I think more study and evaluation could be made of dual distribution. I don't agree that it would hurt at the local level—your distributors could not be hurt by parts competition."

James T. McMurphy, general sales manager for the accessory division of Philco Corp., traced the history of his firm and told of recent developments which included acquisition of Crosley-Bendix. The division which he heads was set up as a unit separate from the service division of Philco as a merchandising division. This was all part of a program to develop an "all-year program for distributors."



HOWARD F. PARKER, right, Washing Machine Parts Co., Los Angeles, new president of APJA, talks with James T. McMurphy, general sales manager of Philco's accessory division. McMurphy was a guest speaker.



JOHN H. MILLER, left, manager of appliances and television receiver service for General Electric, is greeted by APJA president John K. David of Indianapolis. Miller was a guest speaker.

"It is quite evident that this group is one we want on the Philco-Bendix team," McMurphy said.

"We are not now or ever will be in a position to sign a group across the board—in the event that they want us—because we have local situations which require different types of handling. But we want to do business with as many of you as possible on a mutually profitable basis."

Major Reports. A major committee report, submitted by Ray Jones of Denver, heading a study of the appliance service trade, gave evidence of increased interest in training schools and clinics for appliance servicemen.

At least 11 manufacturers have agreed to participate in clinic programs and 44 members of APJA have or will sponsor clinics in their sections, he reported.

On vocational training through public or private schools, Jones stressed the importance of establishing a need for a training program. He suggested that jobbers enlist the support of distributors, factory branches, manufacturers' agents, major appliance dealers and servicemen, electric institutes, utilities, and dealer organizations.

In commenting on Jones' report, G-E's Miller said his company's experience led to the belief that trade schools are not aware of the need for training men in appliance service.

John K. David of Indianapolis, who presided at the five-day session, was succeeded as president of APJA by Howard F. Parker, Los Angeles. Other new officers are Kenneth Adler, Detroit, first vice president, and Lawrence L. Sundberg, Chicago, second vice president. Wesley L. May, Portland, Ore., is secretary-treasurer.

New members of the board of directors are Leonard Brown, Knoxville, Tenn.; Sanford Mandell, Cleveland, Ohio; and Richard Collins, Pittsburgh, Pa.

Texas Tempest

Texas air conditioning claims are simmering down before the onslaught of the Dallas Better Business Bureau.

For a time in the Lone Star State, however, it appeared that dealers were convinced that national Btu-ratings on room units did not apply to Texas. Due to the hot, humid climate prevalent in many parts of the state, they were advertising higher Btu ratings than were justified by Btu tests properly conducted under ARI Standard 110-56.

A rash of such claims and counter-claims appeared in Texas newspapers. One manufacturer after another hit toward the 13,000-Btu figure in their claims for 1 h.p. units.

Friedrich, a San Antonio manufacturer, claimed 12,050 Btus for its unit made in Texas and sold primarily in the south central states. Carrier pushed its "Texan" unit at 13,000 Btus. York went over 12,000 Btus. Philco hit 12,280. And so it went.

The Dallas Better Business Bureau went to work on the matter in May, sponsored a meeting attended by 22 representatives of 18 companies, began admonishing advertisers having extravagant claims. As a result, the ads have been a little less spectacular recently, but informed sources say that dealer claims to customers haven't toned down much.

Bath scales are fast becoming a big item in appliance stores

the BIG name in bath scales is BORG



AT LUNCH to judge entries in the Post contest for merchandising ideas in connection with LBE's "kitchen rating" ad are, left to right, BBD&O account executive Paul Smith (LBE); Ralf Shockey, president of Ralf Shockey Associates; Robert Shellenberg of the Post; Laurence Wray, editor of Electrical Merchandising; and L. B. Dunning of LBE.

"Kitchen Rating"

Electric helpers in the kitchen get a play through a joint *Saturday Evening Post-Live Better Electrically* contest designed to spark local-level promotions

A Live Better Electrically–*Saturday Evening Post* promotion has yielded a composite model program for the appliance industry to capitalize on the *LBE* campaign. The program was built around kitchen ratings.

The question of how dealers could best capitalize on the *LBE* campaign was asked by the Post when the magazine wrote 2,000 manufacturing, agency, and utility executives asking for suggestions. A $100 check was offered for the ideas deemed best by a panel of judges.

Prize winner was Carlton Zucker, Commonwealth Edison and Hoover account executive at Leo Burnett Co., Inc., Chicago. Judges selected his entry because it was designed around a completely planned program. His plan, augmented by other ideas submitted, blueprints the extra profits ahead for retailers adapting it to their selling according to Robert Shellenberg, manager of appliance and hard goods merchandising for *The Saturday Evening Post*.

The unanimous approach was to start by planning a program. A city-wide event under the sponsorship of the local utility or a group of dealers was recommended as a first consideration. It was felt that to unite activity and make the whole community "kitchen conscious" is the ideal way to profit most from this campaign. It was noted that, even in areas where a "united front" is not feasible, the planning and activities suggested are almost as effective for the individual retailer.

Theme. The words "kitchen rating" should be featured in every tie-in with the program. There were consistent suggestions that a self-check chart be a major consideration in planning because of its potential in building an excellent customer prospect list. This chart lists electric self-helps in the kitchen and rates a home as being in one of four categories based on results from the checklist (the categories are "just wonderful;" "enjoyable," "bearable," and "roughing it").

With the theme and the goal settled, a general outline which might be prepared would include newspaper advertising, direct mail, window display, in-store display, publicity, traffic motivation, off-premises promotions, and follow-up.

The *LBE* "How Does Your Kitchen Rate on the Electrical Living Scale?" ad in the May 11 issue of the Post, which contained the self-check chart, should be given consideration and use in newspaper advertising, a self-mailer to customer lists, a bill enclosure by utilities, a contest entry blank, a blow-up for window and interior displays, reprints for in-store checking by customers, mounting as a

SPARTUS
for more sales
SPARTUS
for more profit
SPARTUS
the nationally advertised line of
ELECTRIC
WALL CLOCKS

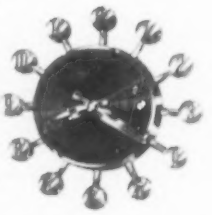
THE JOHNNY CLOCK No. 516



Here is the newest and cleverest idea in an electric clock.
The only electric clock made just for the bathroom.
A Striking Conversation Piece for use in your bathroom, rumpus room or den.
An ideal housewarming gift.
This is a precision-built electric clock in mother-of-pearl white, pink, charcoal, green and blue. It has a new hide-away cord that adjusts to any length desired.

THE SPARTUS POM-POM No. 517

A gleaming clock of unique design with a modern motif. In lustrous coppertone with contrasting black face. 7" in diameter.



Also available in yellow, turquoise, red or pink, each with white dial and black numerals.

THE SPARTUS FRY-KLOK No. 121-FK



In a lustrous true coppertone finish with third dimensional raised numerals and black facing. Resembles an actual copper skillet—a handsome addition to any kitchen. Overall dimensions 12" high, 8½" diameter.

Also available in your choice of colors: ebony black, canary yellow, true white and pink.

YE OLDE-TIMER No. 515

A charming electric wall clock featuring the authentic pocket watch design of years gone by. Lustrous finish, vacuum plated case and simulated winding stem, combine to create an antique effect, yet it has the modern touch. Your choice in gleaming gold or sparkling chrome. 7½" wide, 9½" high.



UL • Spartus Electric Clocks are self-starting. 110-120 Volt, 60 cycle, AC only.

• Spartus Electric Clocks retail from $2.98 to $19.50.

NATIONAL HOUSEWARES EXHIBIT
BOOTH 1231 . . . AUDITORIUM

THE SPARTUS LINE IS ADVERTISED IN
LIFE LOOK POST
and leading newspapers from coast to coast

HEROLD PRODUCTS CO., INC.
2110 W. WALNUT ST., CHICAGO 12, ILL.

counter card, and use in publicity for women's page editors.

The ideas for window displays almost unanimously concerned a blowup of the ad with either ribbons or colorful electrical cord connecting the actual item with its place on the chart. As in-store promotion, use of the basic *LBE* kits as well as special "kitchen rating" materials from electric utilities were highly recommended. In addition, kitchen rating stickers should be attached to each appliance, a kitchen rating center should be established in the store, manufacturers' ads should be displayed, and demonstrations should be arranged.

Contests. City-wide and individual contests were also suggested. These could take the form of a contest in which customers return fully checked ads to the store (prize winners to be drawn at the close of the promotion), essay contests on "what appliance I want next and why" (answers attached to checklists), or a contest based on the customer's kitchen rating at a specific date with points added for appliances purchased and purchases which the contestant had initiated with neighbors and friends during a given period.

To get as many checklists returned as possible, small rewards such as free electric light bulbs, an LBE booklet, etc., might be used. Suggested prizes could include appliances, trips, and wiring jobs. Contest drawings could be dramatized by mixing the entries in an electric dryer.

Some examples of off-premises promotions are to arrange for builders to display kitchens featuring all kitchen rating items in model homes together with ad reprints, to arrange displays of the items in high-traffic areas, and having outside salesmen go from door-to-door checking the list on the chart with housewives and leaving a nominal gift for their cooperation.

In cases where the local utility cooperates, suggestions included sponsoring a newspaper campaign with participation of dealers, running cooking and freezing schools, sponsoring essay contests for students, setting up area-wide consumer contests, supplying Kitchen Rating checklists on the premises and with monthly bills, setting up displays, running dealer contests for the best window display or over all promotion.

Finally, follow through or the use of the information obtained from the checked lists was highly recommended. Personal calls as well as mailed reminders were considered most important.

Saturation Rises

Most major appliances record gains in Newspapers' Consolidated Consumer Analysis; median family incomes rise, too, in 23-market survey

A good look at market saturation is offered by the 12th annual Newspapers' Consolidated Consumer Analysis, which was released recently. The study covers 23 markets across the country.

Some 70,000 families participated in the survey this year with the addition of two new markets—Denver, Colo., and Wichita, Kans.

Median ownership of gas cooking ranges fell to 73.5 percent this year from 1956's 76.6. They tallied 77.2 in 1955.

Conversely, electric ranges rose to 26.2 percent in 1957 from last year's 22.8 and 1955's 22.5.

Wringer washers dropped to 37.2 percent this year from 1956's 39.6 and 1955's 43.7, while automatic washers climbed to 50.3 percent from last year's 43.1 and the year before's 36.7.

Dryers continued to climb, reaching 19.3 from 1956's 14.6. In 1955, they were recorded at 8.4 percent.

Dishwashers also continued to gain a foothold. They were listed at 5.8 percent this year in contrast to last year's 4.9 percent and 1955's 3.9.

Television sets hit 92.5 percent saturation, up from last year's 88.7 and the previous year's 81.6.

Refrigerators—the most saturated appliance—remained about level. They are at 98.6 percent saturation as compared to 1956's 98.8 and 1955's 98.3.

Home food freezers reached 17.8 percent saturation from last year's 13.6 and 1955's 13.2.

The survey also revealed that median family income rose as follows: $10,000 and over, 8.3 percent in 1957, up from 6.7 percent in 1956; $7,000-$9,999, 17.4 percent, up from 14.3 percent; $5,000-$6,999, 30.9 percent, up from 28.8 percent. The category $4,000-$4,999 fell to 19.5 percent from 20.3 percent.

Honest Credit

The New York State Legislature has voted protection for consumer credit customers. Beginning next October, every installment seller must inform the buyer of the difference between the ultimate credit cost to the buyer and the cash price.

Ceilings have been set for credit charges. For balances of $500 and less, for instance, a $10 maximum is set for each $100. For each $100 over $500, the charge drops to $8.

7,000 This Year



FEDDERS' ANNUAL AIRLIFT is the subject of this conversation between Salvatore Giordano, Fedders-Quigan chairman and president, left; Sir Raynor Arthur, governor of the Bahamas, center, and Stafford L. Sands, right, chairman of the Nassau development board. This year, beginning Sept. 15, Fedders will transport 700 persons per week for ten weeks to Nassau, Bahamas, for expense-paid "working vacations." Fedders began these dealer trips in 1950 with 60 persons on a Bermuda cruise, has worked up to this year's airlift of 7,000.

Bradt Retires



ROY A. BRADT will retire as vice president in charge of marketing of the Maytag Co. on September 1. Bradt has served Maytag for 41 years. Bradt started with Maytag in 1916 in the company's machine shops. He and Mrs. Bradt plan to move to California. He will serve out his term as a member of the firm's board of directors.

Scheduled Meetings

INDEPENDENT HOUSEWARES EXHIBIT
Hotels Chelsea & Ritz Carlton and Ritz Carlton Convention Hall
Atlantic City, N. J.
July 7-11

NATIONAL HOUSEWARE & HOME APPLIANCE MFRS. EXHIBITS
Auditorium
Atlantic City
July 8-12

NAT. ASSN. OF MUSIC MERCHANTS
Music Merchants Show
Palmer House
Chicago, Ill.
July 15-18

LOS ANGELES SUMMER FURNITURE MARKET
Los Angeles Furniture Mart
July 15-19

WESTERN SUMMER RADIO-TELEVISION & APPLIANCE MARKET and WEST COAST HARDWARES SHOW
Western Merchandise Mart
San Francisco, Calif.
July 22-26

RADIO-TV-ELECTRONIC SERVICE INDUSTRY CONVENTION
Sheraton Hotel
Chicago, Ill.
August 16-18

WESTERN ELECTRONIC SHOW & CONVENTION
Cow Palace
San Francisco, Calif.
August 20-23

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NEW POSITIONS



DAN R. NIGHSWANDER

Norge Div., Borg-Warner Corp. –Dan R. Nighswander has been appointed national manager of home laundry equipment sales. George L. Beyers has been named district manager for the states of Georgia, Alabama and Tennessee and R. K. Burbidge takes over with a like title in the southern California, Arizona sales district.

Whirlpool Corp.–William P. Mackle, Donald W. McAlpine and Mark Stites have been named to district managerial appointments. Mackle has been assigned a district covering sections of Massachusetts, Maine, Rhode Island, Connecticut and New York. McAlpine will manage a district covering portions of Ohio and Michigan, and Stites, Kansas, Missouri, Colorado, Iowa, Nebraska and South Dakota.



LARRY C. FELDER

Coroaire Heater Corp.–Larry C. Felder has been appointed vice president in charge of sales. Felder was formerly sales manager of G-E's Textolite division.

Easy Div., Murray Corp of America –D. A. Sjolseth has been named western regional sales manager. Harry G. Dumas is the new San Francisco zone manager.

Eureka Williams Corp.–J. B. Zumwalt, formerly sales manager for the New England region, has been named sales manager for the Atlanta district. Newly appointed as New England regional manager is Frank Grundy.



CLAIRE G. ELY

Maytag Company–Claire G. Ely has been elected vice-president in charge of marketing, effective September 1. Ely, general sales manager for the past three years succeeds the retiring Roy A. Bradt.

Lux Clock Co.–Caleb K. Hurst has been named district sales manager for the west coast.



ROGER H. BOLIN

Westinghouse Electric Corp.–Roger H. Bolin has been appointed director of advertising. Bolin was formerly manager of general advertising. Recent regional appointees include O. W. Means, Chicago district manager; F. G. Roehrig, Milwaukee district manager, and T. V. Wake, Indianapolis district manager.

Ben-Hur Mfg. Co.–Howard M. Kissner has been named district manager for Texas and New Mexico and Alfred Houlistan to a like title for Kansas, western Missouri, Nebraska and Iowa.

Hoover Co.–R. T. Meyer has been appointed eastern regional sales manager for special products division.

Premier Co.–Frank M. Koch has been appointed western district manager.

White Products Corp.–D. B. Jones has been appointed field sales manager.

Lewyt Corp.–Alex Rawson has been named district manager for the company's Great Lakes sales territory.

Distributors Named

Calcinator Corp.–Cobi Midwest Sales Co., Chicago, Ill.

Columbia Phonographs–Intrasouth Distributing Co., Shreveport, La.; Craig Corp., Seattle, Wash.; Graybar Electric Co., Grand Rapids, Mich.; Commercial Electric Co., Toledo, Ohio.

Easy Div., Murray Corp.–Independent Distributors, Inc., Grand Rapids, Mich.

Hoffman Radio Div., Hoffman Corp.–Barton Distributors, Inc., Wichita, Kans.

Hotpoint Co.–Graybar Electric Co., Erie, Pa.

Gibson Refrigerator Co.–Cloud Bothers, South Bend, Ind.; Webster Corp., Norfolk, Va., Megowen & Co., Detroit, Mich.

Motorola–National Sales Co., Rochester, N. Y.

Perfection Industries–Furnace Supply Co., Birmingham, Ala.; Noland Co., Augusta, Ga.; D. N. Latus Co., Helena, Mont.; Ohio Valley Hardware Co., Evansville, Ind.; Lincoln Supply Co., Syracuse, N. Y.; Chillicothe Hardware Co., Chillicothe, Ohio; Endicott Co., Philadelphia, Pa.; J. George Fischer and Sons, Saginaw, Mich.

Philco Corp.–Graybar Electric Co., Grand Rapids, Mich.

Quicfrez, Inc.–Bybee and Allen, Cove City, Ky.; Southern Indiana Wholesalers, Inc., Evansville, Ind.; Moore Fischer Distributing Co., Charleston, S. C.

Remington Air Conditioning Div.–C. W. Lesner Co., Atlanta, Ga., John J. Wood Co., New Orleans, La.

Waste King Corp. – Falkenstine Corp., Washington, D. C.; Kitchen Distributors Inc., Albany, N. Y.; Kitchen Line Distributors Inc., Milwaukee, Wisc.; Redeker Bros., Inc., Rochester, N. Y.; Harvey Seybold Co., Cincinnati, Ohio.

York Corp.–Providence Electric Co., Inc., Providence, R. I.; Ajax Philadelphia Inc., Philadelphia, Pa.

Youngstown Kitchens–E. T. Donahue, Inc., Rochester, N. Y.; Cunningham Distributing, Inc., El Paso, Texas; Independent Distributors, Inc., Grand Rapids, Mich.

MERCHANDISING
Supplement Products Services
For More Sales - More Profits

HAND TRUCKS

For safe and easy handling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Pianos, Television sets, Venders, etc. Experience in manufacturing equipment for heavy case moving since 1901.

SELF-LIFTING
PIANO TRUCK CO.
425 N. Main St. Findlay, Ohio



SEARCHLIGHT SECTION
(Classified Advertising)
EMPLOYMENT — BUSINESS
EQUIPMENT — USED OR RESALE
OPPORTUNITIES

RATES

DISPLAYED—Individual spaces with border rules for prominent display of advertisements. The advertising rate is $14.85 per inch for all advertising of Equipment & Business Opportunities appearing on other than a contract basis.

EMPLOYMENT OPPORTUNITIES $20.75 per inch subject to agency commission.

AN ADVERTISING INCH is measured ⅞" vertically on a column—4 columns—48 inches.

UNDISPLAYED—$2.10 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line.

DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.

POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance.

BOX NUMBERS—Count as 1 line.
August Issue Closes July 12th.

MERCHANDISING MANAGER

$40,000

You may explore in complete confidence this exceptional opportunity in our company to direct all of our advertising, sales promotion, packaging, planning and programming activities for our several consumer product lines.

Our company has a prestige name and in our industry we are known as a well-managed, profitable organization with preferred brands, enviable customer relations and a top-flight national sales organization. Annual sales exceed $60,000,000.

Successful experience as Manager of Merchandising, Advertising or Sales Promotion, or as Product Manager in home appliances, foods, proprietary drugs or other consumer products would be excellent. Age preference — to 50 years.

Your confidential reply should include age, present connections and home telephone number.

P-5344 Electrical Merchandising
Class. Adv. Div., P.O. Box 12, N.Y. 36, N.Y.

NEW • FREE • NEW
VACUUM CLEANER
1957 CATALOG
CLEANERS AND PARTS
Eder Vacuum Cleaner Co.
13343 Livernois Dept 25J
Detroit 38, Mich.
Easy To Read

EDITORIAL



LAURENCE WRAY
Editor

Fifty Years Young

THE fifty years that have passed since ELECTRICAL MERCHANDISING first saw the light have been incredible ones. It seems almost inconceivable that the automobile, the airplane, the telephone, radio, television, the phonograph, electric light, air conditioning, refrigeration and freezing, electronics, radar, nuclear fission all have been discovered and introduced in the comparatively short span of less than one man's lifetime.

It is as though man, once freed from the confines of an industrial revolution based on steam power, compressed 30 centuries of prior non-progress into half of a single century.

Vast new industries, some unthought of before the turn of the century, have been created—the electric power industry, the telephone and telegraph industries, the phonograph-radio-television industries, the electronics industry, the air conditioning industry and the electrical appliance industry. In addition there are the great distributing industries called into being by the very products these industries have created.

We cannot concern ourselves here with other great industries which have also mushroomed in the past five or six decades—the chemical, automotive, aviation, petroleum and metal working industries. But the electrical industry alone has spawned half a dozen other giant enterprises.

FROM its inception in 1907, this magazine has been dedicated to one industry—the distributing trades of the appliance-radio-television business. We have reported and described every new device (and newer models of established devices) as they have come on the market; we have kept accurate statistics of the business for the past 35 years; we have reported and described successful methods of moving merchandise from the manufacturer, through the distributor and the dealer to the consumer. We have promoted and encouraged industry movements bearing on cooperation of segments of the industry, standardization, the elimination of substandard or dangerous appliances, the promotion of new appliances, raising of home wiring standards, the need for adequate service, etc. We have reported year in and year out, the meetings of important industry groups—the old SED and NELA; EEI and NEMA; the NAED and NARDA. We have criticized unfair or harmful industry practices and, conversely, have given recognition to constructive ones.

We may not have always been right, but we know that we have earned the increasing respect of the industry for frank, unbiased, realistic reporting of the industry's progress. Modestly, we may lay claim to having made no small contribution over the years to furthering the industry's growth through the dissemination of tried merchandising methods for moving goods. We are proud of our loyal and devoted body of readers; we are equally proud of the fact that many manufacturers have consistent records of advertising with us over the years.

AND now it is time to look ahead. In the depression-ridden thirties, all we could hope for was a kind of forlorn status quo—a sharing of the poverty. And before World War II, it would have taken a bold prophet to envision our sales volume increasing six fold in a single decade. Nor could we anticipate that a host of new devices would be introduced which alone would treble traditional pre-war business.

Yet the astigmatism of earlier years should not be permitted to blind us to the potentials of the future. The ingenuity of our engineers, the dynamic growth of our population and economy, the burgeoning of our personal incomes and the revolution in mass-merchandising techniques, should all spell just as vigorous a growth in the years ahead as in the years past.

And ELECTRICAL MERCHANDISING expects to help that growth and to grow along with it.



History maker. This pleasant, mild-mannered gentleman is J. Ross Moore. He parlayed a childhood recollection of North Dakota winter washdays into one of the most fabulous successes in the appliance industry—he invented the automatic clothes dryer. All it took was the idea to begin with, a lifetime of unbelievably hard work and a bullheaded refusal to quit. His recent retirement slowed the tempo of a long and productive association with Hamilton—but the head-start he gave us is felt here every day. Accomplishment is the measure of a man, and Ross *(who towers 5′ 5″ tall)* is a very big man.

Hamilton

STRONGEST EXCLUSIVE LAUNDRY LINE GOING!

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTUR NG COMPANY • TWO RIVERS, WISCONSIN

KELVINATOR *TRADE WINDS*

Blowing 60 more days of
sustained selling excitement your way with the

KELVINATOR
TRADE-O-RAMA
PROMOTION

spearheaded by **FOODARAMA '57**

PROVEN THE GREATEST TRAFFIC BUILDING, SALES MAKING, TOP-OF-THE-LINE MODEL EVER DEVELOPED IN THE APPLIANCE INDUSTRY



A Dealer-Tested
and proved volume promotion,
specifically designed
to substantially increase
desirable Top-of-the-Line
sales during the peak
summer selling season

●

SEE YOUR KELVINATOR
DISTRICT MANAGER NOW

American Motors Means More For Americans

Live Better Electrically

Kelvinator MEANS BUSINESS GOOD BUSINESS FOR YOU!